Senior Secondary Course

Tourism (337)

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विद्याधनम् सर्वधनं प्रधानम्

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NIOS SENIOR SECONDARY - TOURISM (337)

Complete Textbook (19 Lessons)

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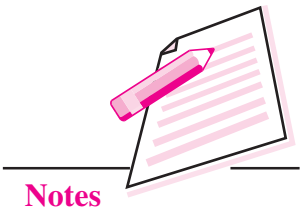

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EVOLUTION OF TOURISM

Evolution of tourism in the world has taken thousands of years to reach the present level. It has been the product of various kinds of interactions of human being with their environment and surroundings and has evolved in different stages. In this lesson, an attempt has been made to discuss the evolution of tourism in different time periods. Since the ancient times education and religion have been seen as factors for the growth of tourism. Tourism also got impetus due to growing need of trade and commerce. Hence, we hear of the silk and spice trade routes which took place in the past and are getting attention once again in the present times.

OBJECTIVES

After studying this lesson, you will be able to:

- explain the historical Perspective of Tourism in India;
- identify the numerous antecedents which encouraged trade tourism; e.g. the silk route, spice route and sea voyages;
- discuss educational tourism in Nalanda, Taxila, Vikramshila, Deoband from ancient times and
- discuss the various types of religious and pilgrimage tourism.

1.1 HISTORICAL PERSPECTIVE OF TOURISM IN INDIA

The development of tourism can be been seen through a historical perspective. It has a wide variation from the beginning to present times.

1.1.1 Tourism in Early Periods

Since the early times, people have been travelling from one place to another in search for food, for trade, for religious purposes and even for education. But

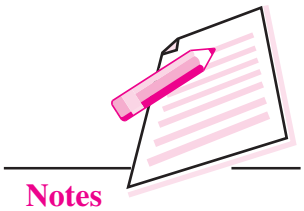
this travelling was limited and restricted to places which were close by due to many reasons. There were lack of roads, unavailability of food, insecurity on the roads and even lack of knowledge of places as well as routes. At times travelling became easier when it was given royal patronage. A very good example of such travelling may be traced back to Maurya times in 262 BC. Because of royal patronage from emperor Ashoka, people could travel to far flung places like Patliputra (Patna), Lumbini, Kapilvastu, Sarnath and Gaya. At each place, memorials and rest houses were set up where travellers could rest. Trees were planted along the road to provide a comfortable journey to travellers. Harsh Vardhan was also a great supporter of Buddhism. He built many Dharamsalas for the travellers. A number of monasteries were also built for the pilgrims. This shows how travel facilities were being improved and travel was made easier.

The first set of foreigners to visit India were perhaps the Persians. There are many evidences of caravans from Persia visiting India. Several expeditions crossed from Greece via Persia or Mesopotamia to India. Greek accounts reveal that in India, chariot roads were well laid out and horses, elephants and camels were a common mode of transport. There is also reference to trade, commerce and cultural exchanges between Persia and India. Hieun -tsang, a devout Chinese Buddhist came to India in 633 AD, and found his journey hard and perilous. His mission was to collect and translate ancient Buddhist scriptures.

In cities, bazaars provided access to goods brought from the hinterland. Travellers were accommodated in places meant for overnight stay. They were known as sarais and were built near the city gates where all services were provided to them. Entertainment and dancing halls were allowed; gambling was licensed and was a source of income for the state. During the rule of the Mughals, the emperors travelled extensively and contributed towards development of roads and other facilities. Even today we find remains of the past like the mile stones, sarais and a network of roads and paths that make all parts of this vast country accessible.

1.1.2 Tourism in Colonial Period

Vasco da Gama reached Calicut, on the western coast of Kerala, in 1498 and paved the way for trade and commerce between India and Europe. The next to arrive were the Dutch and the British. The internal conflict among Indian Kingdoms provided opportunities to the foreign traders to gradually establish their political influence. Amongst them, the British emerged as winners and gradually captured power from Indian rulers. Their influence grew with time and finally they took charge of the entire country. Soon they developed a network of railways in India which proved to be a great means to move from one place to another.



1.1.3 Tourism in Modern Period

Indian railways was the biggest infrastructural facility in the field of transport for domestic travellers. The first train was introduced in 1853 between Bombay (Mumbai) to Thane mainly for commercial purposes. The rail network in India increased the possibility of travelling in comfort. Soon the movement of international tourists got enhanced with the introduction of air travel in the country. The air transport was born on February 18, 1911 when the first flight was operated from Allahabad to Naini Junction, about 10 km away. But the real beginning took place on October 15, 1932. On this day, JRD Tata took off on a flight with a single engine from Karachi to Mumbai (then Bombay). He is known as the father of Civil Aviation in India and the founder of Air India. These two periods are very important in terms of the transportation. The roads and water ways were in operation since ancient times. All form of transport systems have contributed immensely to the tourism industry.

1.1.4 Tourism after Independence

India has a long list of tourist destinations because of the varied nature of physical and climatic conditions prevailing in the country. India is a country of unity in diversity in terms of culture, religion, ethnicity, development, scenic beauty, history and much more. Today India has created huge infrastructure for the growth and development of tourism in the country.

Improvement in the transport facilities in independent India has boosted the tourism industry in a big way. Hotel and hospitality facilities have provided great comfort to the tourists. The golden quadrilateral roads connecting the four metros; Delhi, Kolkata, Chennai, and Mumbai, will further boost tourism. The North-South corridor connects Srinagar in the north to Kanyakumari in the South whereas West-East corridor connects Porbandar in the West to Silcher in the East. The Golden Triangle connects three cities of north India – Delhi, Agra and Jaipur. This triangular route is very famous among international as well as domestic tourists. In the same way, Golden Quadrilateral connects Puri, Konark and Bhubaneshwar in the eastern sector of the country. Tourism in India got a tremendous boost from medicine sector also, as a large number of people are travelling to India in search of better and low cost medical facilities. This is also on account of the ancient system of medicine like Ayurveda and the Panchatattava style of medication which is attracting a lot of tourists to India.

You can now understand how tourism has developed in the country in a big way. After independence, emphasis on tourism has increased. It has happened because of several factors about which you will read further in this book.

INTEXT QUESTIONS 1.1

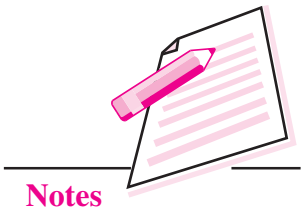
1. How did educational institution in the past help in the growth of tourism?
2. What is the role of sea voyage in spreading tourism?
3. What are the factors influencing tourism in the recent years?

1.2 EVOLUTIONARY CHANGES IN HUMAN LIFESTYLE

In the beginning, people were nomads and they were wandering in search of food and livelihoods. They were more interested in getting food rather than getting pleasure. Their movements were confined to a walkable distance from their stay.

Beginnings of agriculture and domestication of animals led to a settled human life on earth. At that time, people had to survive in harsh natural conditions. Their living habitat was limited to the areas where the life was a little easier and that was near the river banks. These were the regions where the civilizations developed. With the advent of civilization and production of various surplus items, trade with nearby settlements started. Probably, this was the beginning of tourism, though the purpose of movement of people was associated with trade only. But it should be noted that the modern day definition of tourism was not applicable at that time and it is very difficult to tell when the beginning of modern tourism took place. As empires grew in Africa, Asia and the Middle East in ancient times, the infrastructure needed for travel and tourism such as land routes and water ways were created. Camels, horses and boats etc. were used to travel long distances. During the Egyptian Civilization, travel for both business and pleasure had started. Hospitality centres were built along major routes and in the cities to accommodate travellers. In the Assyrian empire, means of travel were enhanced, and the roads were improved. Later, the Persians made further improvement to the road systems that catered to four-wheeled carriages for transportation. It is believed that the first ever known organized movement of people was at the time of the first Olympiad in ancient Greek during the summer of 776 BC.

In the Roman Empire, the ruling class observed their own athletic and religious events and travelled to the cities. Sight seeing was also popular with the wealthy Romans and the most visited destination was Greece. Romans also toured Egypt to see the Sphinx and the Pyramids. Alexandria was a cosmopolitan city since many nationalities were represented there including Egyptians, Greeks, Jews, Ethiopians, Indians, and Syrians. In addition, the Romans developed the concept of spa therapy and presented it to the rest of the world. Until the 17th century,



spa therapy was combined with relaxation, entertainment and the development of pleasant social activities. However, the spa therapy, although a form of tourism, had very few conceptual and practical similarities with today's holiday tourism. Thomas Cook arranged a tour of about 500 members for his local people from Leicester, London Road on 5th July 1841 to Loughborough on a rail journey. Since then, Thomas Cook has been recognised as the first tour operator known.

1.3 ANTECENDENTS OF MODERN TOURISM

It will be interesting to know how tourism must have really started. In the early days people the movement from one place to another was in search for food which was either animals or area where wild berries could be found. Once humans learnt about agriculture they started to settle down. But when the land exhausted itself movement would start again. During the Bronze Age cities were created encouraging migration from the rural areas to the city areas. Here they moved as artisans, craftsman or took to other forms of trade. That they moved for trade purposes is evident from coins and seals of one civilization found in another. One such example was the Indus Valley. When we progress from the Bronze Age to the Iron Age civilization travelling became more frequent. However, we will learn how travelling and tourism really developed since ancient times. If we start tracing travelling of human beings, we could begin with the nomadic period. The following could be the order.

a. Nomadism
b. Pilgrimage
c. Travel for trade and business
d. Migration
e. Travel for research and education
f. Multi-destination tourism

1.3.1 Nomadism

Nomads were people who travelled from place to place in search of food. Even today, you will find many people moving on caravans with their children and their entire belongings. We have read that this movement of people was concerned with survival. Now a-days, it is confined to places like deserts or mountains where food is not available.

1.3.2 Pilgrimage

Pilgrimage is a journey to holy places as per the beliefs and faith. Many religions attach importance to certain places like the birth or death of the founders of

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the spiritual awakening. These places have great significance for the believers. In modern times, pilgrimage has become a source of mass tourism, because as development of transport and other facilities increased the number of people visiting such places increased too.

1.3.3 Travel for Trade and Business

As trade routes were discovered, and new lands opened up. People started moving from one place to another. Soon trade began and exchange of goods started which increased with the coming of the Industrial Revolution. Sea routes discovered by Vasco da Gama and Columbus led to the discovery of new destinations. Ship building assumed a very large role and so did the demand to sell finished goods and buy raw materials. It also led to people travelling for spreading their religion in other lands as well as for trade purposes. This soon assumed the shape of modern day tourism.

1.3.4 Migration

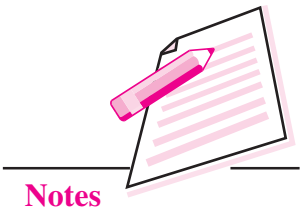
With the rise of Industrial Revolution in the West began the worldwide search for markets to buy and sell finished goods. Migration is the movement of people from one place to another. This has been happening since very long time. Early migration is believed to have occurred around a million years ago when Homo-erectus first migrated out of Africa to European and Asian region.

1.3.5 Travel for Research and Education

With passage of time movement of people began for specific purposes. Then people moved to far flung places in search of good education. This gave tremendous boost to educational tourism. Innumerable schools and educational institutions for research have come up in far flung areas. In India today we are seeing the restarting of a very ancient university called Nalanda University in Bihar.

1.3.6 Multi-destination Tourism

Today tourism has acquired many dimensions for various reasons. It is an efficient and profitable means to develop economic activity in many countries. All care is taken to provide facilities needed by the tourists which include transport, accommodation, local travel of tourists, food and beverage, entertainment and comforts. Multi-destination tourism includes travelling and visiting a series of places for tourism purpose. It has become a very popular activity with tourists. When tourists are travelling, they are not confined to a single place but are visiting many places one after another. Hence today, multi-destination tourism is the need of the hour.



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ACTIVITY 1.1

You may be staying in a village or a town. But if you trace your origin, you may find that your forefathers had migrated to the present place. Have a talk with some old member of your family/ community. Try to trace your place of origin. Also try to find the reasons for migration of your forefathers. Prepare a list of questions you would like to ask from this person and discover a whole range of probable answers.

INTEXT QUESTIONS 1.2

1. Write a brief note on the evolutionary changes in human life.
2. What is nomadism?
3. How did trade initiate the growth of tourism?

1.4 EARLY TRADE ROUTES OF THE WORLD AND TOURISM

It becomes very important for us to understand how and why tourism really flourished in the modern trade age. It is also important to know which possible discoveries and situations allowed it to take off at such a fast speed. Let us start from the trade routes which were discovered during the beginning of modern period in world history. Explorers like Vasco de Gama, Columbus and Magellan contributed a lot to the discovery of these routes to India, America and other places around the globe.

Trade routes defined a series of paths used for commercial transfer of goods. It helped in transporting the goods to longer distances. The trunk route was known as the artery of the main transport route and from this artery supporting and interconnecting paths were formed to serve a greater area. This general principle was even applicable in the distant past. Out of these paths two were very important. They were Silk Route and the Spice Route.

The silk route turned out to be a historical network of interlinking trade routes across the Afro-Eurasian landmass. It connects eastern, southern and western Asia with the Mediterranean and European countries. The Silk route passes through Syria, Turkey, Iran, Turkmenistan, Uzbekistan, Pakistan and China. It is almost 4500 km long. This route got its name from the lucrative Chinese silk trade which was carried out along its length. The trade on Silk Road was a

significant factor in the development of the civilization of China and Indian subcontinent, Persia, and Arabia.

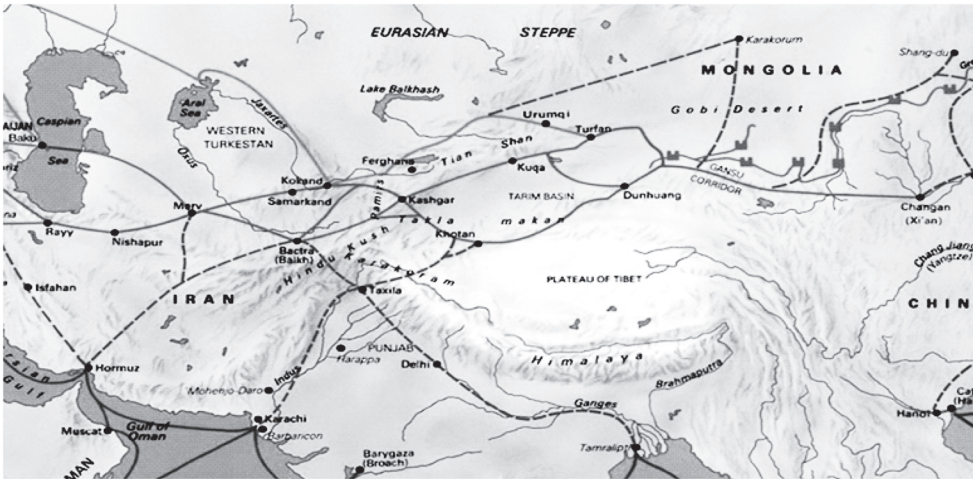


Figure 1.1: The Silk and Spice Routes

The spice trade refers to the trade between historic civilizations in Asia, Northeast Africa and Europe. Spices such as cinnamon, cassia, cardamom, ginger, and turmeric were known, and used for commerce, in the Eastern World. These spices found their way into the Middle East before the beginning of the Christian era. In the middle of the first millennium, the sea routes to India and Sri Lanka were controlled by the Indians and Ethiopians but during the medieval period, Muslim traders dominated maritime spice trading routes throughout the Indian Ocean. The trade was transformed by the European Age of Discovery, during which the spice trade, particularly in black pepper, became an influential activity for European traders (see Fig. 1.1).

1.4.1 Sea Voyages and the Discovery of the World

The route from Europe to the Indian Ocean via the Cape of Good Hope was pioneered by the Portuguese explorer-navigator Vasco da Gama in 1498, resulting in new maritime routes for trade. Christopher Columbus was probably the most famous explorer who set sail in the western diection in search of India, but instead in October 1492 landed on an island of Bahamas San Salvador. In the next four voyages, Columbus explored Cuba, Jamaica Hispaniola and Puerto Rico. The discovery of these routes by the prominent discoverers helped in the growing awareness about the world. They were basically adventurists who took the voyages to different parts of the world. This finding of new locations probably led to the modern day tourism (see Fig. 1.2 and 1.3).

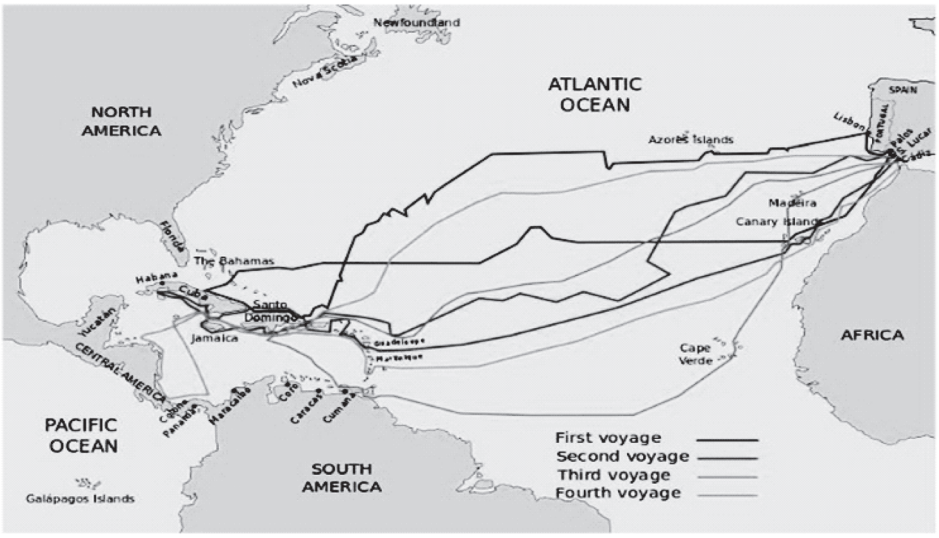


Figure 1.2: The routes followed by Columbus

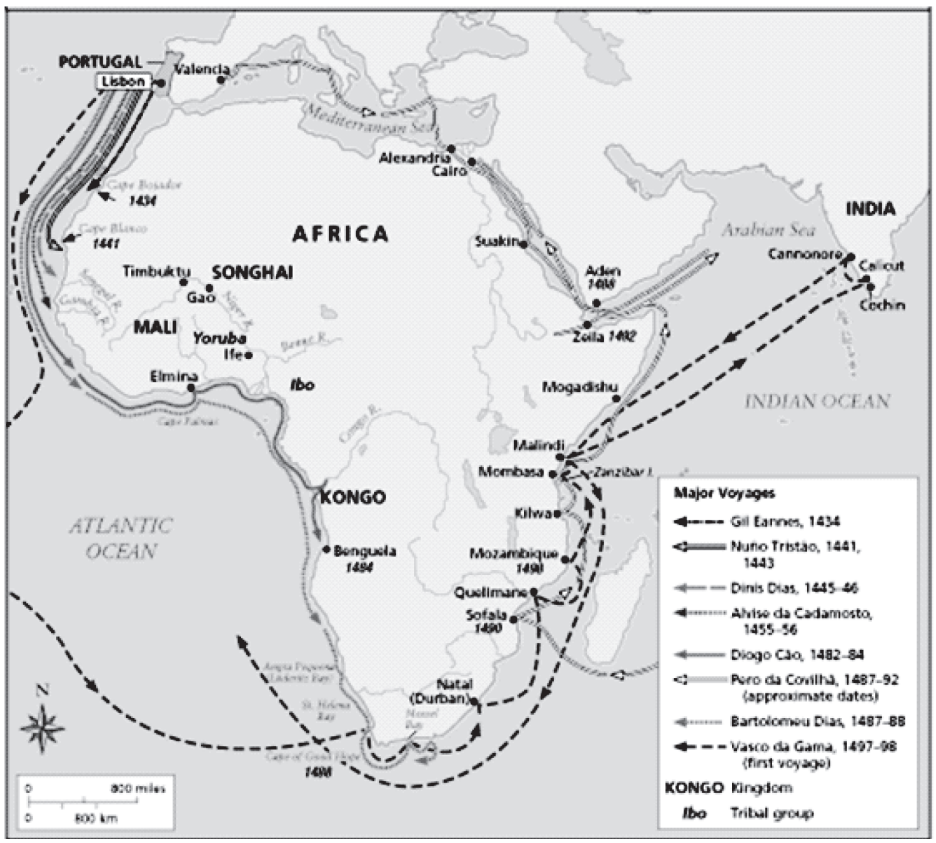
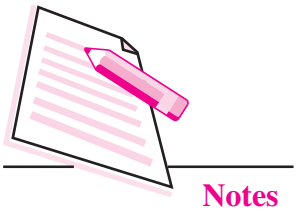


Figure 1.3



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INTEXT QUESTIONS 1.3

1. How did the silk and spice routes promote tourism?
2. When and where did Vasco de Gama land in India?

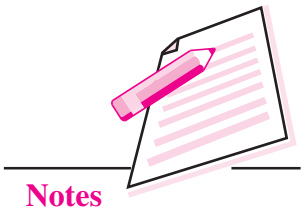
1.5 EDUCATIONAL TOURISM IN THE PAST

Nalanda was a famous place of learning in the ancient period. The ruins of the world's most ancient university lie within 62 km from Bodhgaya and 90 km south of Patna in present day Bihar. Hieun Tsang a Chinese who came to study Buddhism stayed at Nalanda in the 7th century AD and wrote a detailed description of the excellent educational system and purity of monastic life practiced at Nalanda. He also gave a vivid account of both the ambience and architecture of this unique university of ancient times as the first residential international university of the world.

Taxila lies 30 km north-west of Rawalpindi on the Grand Trunk Road. It is one of the most important archaeological sites in Asia. Situated strategically on branch of the Silk Road that linked China to the West, the city flourished both economically and culturally. Taxila reached its apex between the 1st and 5thcenturies AD. Buddhist monuments were erected throughout the Taxila valley, which was transformed into a religious heartland and a destination for pilgrims from as far a region as Central Asia and China. The major attraction in this city is the Great Stupa, one of the largest and most impressive throughout Pakistan, located just 2 km east of Bhir Mound. Taxila was considered to be amongst the earliest educational centre in the world.

Vikramasila was one of the two most important centres of Buddhist learning in India during the Pala dynasty. Vikramasila was established by King Dharmapala (783 A.D. to 820 A.D.) to raise the quality of scholarship at Nalanda. A number of monasteries grew up during the Pala period in ancient Bengal and Magadha. Vikramasila was one of the largest Buddhist universities, with more than one hundred teachers and about one thousand students. It produced eminent scholars who were often invited by foreign countries to spread Buddhist learning, culture and religion. The most distinguished and eminent among all was Atisa Dipankara, a founder of the Sarma traditions of Tibetan Buddhism. Subjects like philosophy, grammar, metaphysics, Indian logic etc. were taught here, but the most important branch of learning was tantrism.

Deoband is one of the ancient cities in the country. The Darul Uloom Deoband is an Islamic school in India where the Deobandi Islamic movement was started. It is located at Deoband, a town in Saharanpur district of Uttar Pradesh. It was



founded in 1866 by prominent Islamic scholars (Ulema), headed by Maulana Muhammad Qasim Nanotvi. The institution is highly respected across India, as well as in other parts of the Indian subcontinent. Many scholars from abroad come to Deoband to study the Quran as well as the Hadith. Besides DarulUloom, Deoband has several educational institutions. Such as - Darul Uloom waqf, Madarsa Asgharia, Jamia Imam Anwer, Jamia Tibbiya, College of Unani Medicine, Inter College, Tehsil School, Islamia Higher Secondary School, Sanskrit Mahavidyalaya, Public School etc.

1.6 RELIGIOUS AND PILGRIMAGE TOURISM

Religious tourism has existed since antiquity and can be defined as travel with the core motive of visiting religious places. It is also commonly known as faith tourism. In this of type of tourism, people travel individually or in groups for pilgrimage, missionary, or leisure purposes. The world's largest form of mass religious tourism takes place at the annual Hajj pilgrimage in Mecca, Saudi Arabia. In India, it is the Kumbha Mela at Allahabad which sees a massive gathering of the devotees to take a dip in the holy waters of the Sangam of three rivers, the Ganga, Yamuna and the Saraswati. Modern religious tourists visit holy cities and holy sites around the world. Some of the famous holy cities are Jerusalem, Mecca, Varanasi, Pushkar, Allahabad, Ajmer and Amritsar.

There are two distinct aspects to Religious Tourism; (a) domestic tourists who have a spiritual attachment to the deity/ destination as per their religious beliefs; (b) foreign tourists who belong to different religions, region or country, for whom the destination and the religious practices is a matter of novelty. Many temples, mosques, churches, gurudwaras and other major religious centres are places of religious and pilgrimage tourism.

Pilgrimage may be taken up by any group of people. They may be staunch supporters of the faith to which they belong. They believe that after performing the pilgrimage they will be more purified and they will be able to follow the path of righteousness. Hence, the number of tourists under the pilgrimage tourism is greatest in number. Hinduism, Christianity, Islam, Sikhism, Jainism, and Buddhism, are important religious centres for pilgrimage and tourist attraction. They are an extremely important area for us to study.

ACTIVITY 1.2

Identify some of the tourist destinations with the help of the Atlas. Prepare a list of these destinations according to the continents/countries. Make brief notes about these destinations.

Notes

INTEXT QUESTIONS 1.4

1. Write a note on Deoband.
2. What is religious and pilgrimage tourism?

WHAT YOU HAVE LEARNT

- Tourism has been changing over time. In the very beginning of civilization, travel was confined to the local walkable distances
- With the surplus production of agricultural products and the trade of spice and silk, promoted tourism in these trading zones.
- Due to trade, the movement of the people spread to longer distances. Tourism got a big boost due to religion.
- Religious and pilgrimage tourism has been very popular from the very beginning and is considered to be a reason for mass tourism.
- The growth of educational institutions in the past has led to growing tourist activities as scholars from China visited and studied at Nalanda and Vikramshila university.

TERMINAL EXERCISE

1. Write an account of the evolutionary changes in the human lifestyle.
2. Give a description of the early human migration.
3. Explain tourism in the early period.
4. Discuss tourism in the colonial and modern period.
5. What are the silk and spice routes? Explain their importance in expanding tourism.
6. Write the importance of education and its association with tourism.
7. How did sea voyages help to know the world and what was its contribution to tourism?
8. Write an account of tourism and its status in historical perspective.

ANSWER TO INTEXT QUESTIONS

1.1

1. Educational institutions attracted many disciples to gain knowledge. They came from different places. They interacted with each other and knew about many areas. This caused the eagerness to travel and tour other parts.
2. Sea voyage taken up by many adventurists led to know many areas of the world. In the process, they established the trade between the regions. It further led to colonization and the interest of gaining more profits. Due to all this, the tourism also grew.
3. There are many factors for the growth of tourism in the recent years. Important among them are transport facilities, hotels, food and beverage, growing income of the people, leisure holidays, promotion of tourism by the government by giving leave travel concession, discount by tour operators etc.

1.2

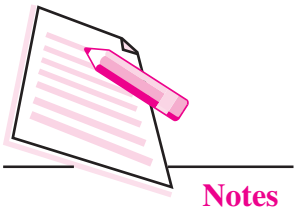
1. The human being has gone through several evolutionary changes in the past beginning with a completely nomadic life to the present modern life style.
2. Nomads are people associated with roaming in search of food and pastures along with their pet animals. Important pet animals were dogs and horses. They were helpful in catching the prey for them. Nomads were not permanent settlers. They were mainly of three types: hunter-gatherers, pastoral nomads and peripatetic nomads.
3. Trade led to the interaction of people and knowing the greater area in detail which further led to tourism activities.

1.3

1. Due to the promotion of silk and spice trade, the interaction of the people increased. They used to travel often which further led to tourism.
2. In 1498 at Calicut.

1.4

1. Deoband is one of the ancient cities in the country. The Darul Uloom Deoband is an Islamic school in India where the Deobandi Islamic movement



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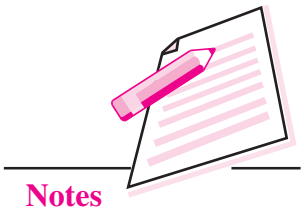
was started. It is located at Deoband, a town in Saharanpur district of Uttar Pradesh. It was founded in 1866 by prominent Islamic scholars (Ulema), headed by Maulana Muhammad Qasim Nanotvi.

2. Religious Tourism can be defined as travel with the core motive of experiencing religious forms which includes many products like art, culture, tradition and architecture of certain time. Religious tourism is commonly known as faith tourism. Pilgrimage tourism is the higher level of believers. Pilgrimage may be taken up by any group of people, but truly speaking, pilgrimage is taken up by people in their latter part of the life. They are staunch supporters of their faith to which they belong.



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2

TOURISM INDUSTRY AND ITS ORGANIZATION

The term tourism refers to the activities of the visitor who travels to a certain geographical destination outside his or her usual surrounding of stay or work for not more than a year, for leisure, business or other purposes. They are not supposed to take up any remunerative assignment at the destination. Tourism is regarded as one of the fastest growing industries in the world. But it is not very well organised as it includes formal and informal sectors both. It is one of the most fragmented industries. But, to run any industry certain requirements are to be fulfilled. Industry needs an appropriate space; capital and infrastructure to bring the product in a usable form. It requires work force. Finally, when the product is out from the industry, there has to be a market for its consumption. All these are needed to fulfil the conditions of an industry. But tourism as an industry has some variations. The Policy of many governments in the world is considering it to be an industry. Hence, in this chapter, an attempt has been made to examine the concept, structure and components of tourism as an industry.

OBJECTIVES

After studying this lesson, you will be able to:

- explain the importance of tourism as an industry;
- describe the components of tourism industry;
- explain the service needed by a tourist;
- explain the recent trends emerging in the tourism industry and
- discuss the role of the Government of India in popularizing tourism in the country.

2.1 IMPORTANCE OF TOURISM AS AN INDUSTRY

Tourism is one of the most labour-intensive industries of the world. It gives an employment opportunity to a large number of people all over the globe. It is considered as an industry, but it falls under the tertiary sector of economy. Traditionally speaking, industry is the one which transforms the raw material into finished goods and make the product more sustable for use. But in the tourism industry, a demarcation of the raw material and finished product is not clearly distinguishable. At one point of time, an input for tourism industry may be a finished product to be used by the tourists. For example, a tourist guide is the work force in the industry. They are the ones who guide the tourists and explain everything about the destination which is a great help for the tourists to know. But when the same guide is paid by the tourists for his services rendered to them, they become the end product of tourism industry.

It is also a very important means to achieve the socio-economic development of a region. It helps in strengthening the economic condition of the region by providing livelihood to the local people in different ways. A large number of people are involved in the development of tourism. Those people may be with formal knowledge and training as well as from informal sector of the society. Tourism gives an opportunity even to the vendors, rickshaw pullers, auto-taxi drivers, apart from the highly qualified experts in hotel industry, IT and communication sector, long and medium haul transport, guides, ticketing, hotel booking, food and drinking etc. In the true sense, it is more of people involving service industry serving the need of the tourists. Providing livelihood to the people, it is able to remove many of the social and economic problems like poverty, under development and social discrimination.

Tourism is also a medium through which global and regional socio-political harmony could be established. Its ability to generate socio-economic opportunities and help reducing the gap between rich and poor is more important than ever. Many advocators of tourism also consider that it is a "peace industry", a means to establish equilibrium of global peace process. Therefore, tourism developed and practised in a responsible and sustainable manner would bring peace and prosperity to the people of the tourists' destinations as well. At the regional and global level it would bring a geo-political stability.

2.2 COMPONENTS OF TOURISM INDUSTRY

2.2.1 Space for Tourism Industry

Space is a basic component on which tourism occurs, as it is change of place from one area to another. The space for the tourism is almost the whole world.

Some parts of the world are more sought after while the others are not that important. It has region specific reasons. The availability of the required facilities for tourists makes the region resourceful. On the other hand, absence or qualitatively and quantitatively less availability of facilities makes the region less in demand by tourists. The facilities for tourists may be transport, hotels, hygienic food, accessibility, attractions etc. in that region. Safety and security is one of the very important aspects for tourism development. A region notorious for terrorism or politically unstable would definitely not attract many tourists. Therefore the growth and development of tourism depends on development of tourist products in that space.

Space for Tourism Industry
Entreprene urship for Tourism Industry
Capital: Resource for Infrastructure Development
Workforce for Tourism Industry
Market for Tourism Industry
Components of Tourism Indiustry

Fig. 2.1: Components of tourism industry

2.2.2 Entrepreneurship for Tourism Industry

For an industry to be established there has to be someone who takes the responsibility to run the business. Since a large number of people wish to visit various places of tourists' interest, the entrepreneur takes the responsibility of providing facilities to the visiting tourists. In turn, they earn revenue along with the other local people. But many of the infrastructures are developed by the state government and not only by the individual/ organisations or institutions. Therefore, all of them are also accounted to be the entrepreneurs in the development of tourism.

2.2.3 Capital: Resource for Infrastructure Development

A huge capital is needed to develop the infrastructure in any industry of a region. It is generally provided by the government under various policies. The

development of infrastructure is not confined only to the tourism industry, but it is for general well being of the area and people. The connectivity of the region with the rest of the country or the world, availability of regular electricity, hotels, good law and order condition, attractions for the tourists, good food facilities etc. are some of the requirements for tourists facilities. Many of them are facilitated by the government. Some of them are provided by different interested industrial institutions, organisations, entrepreneurs or hoteliers.

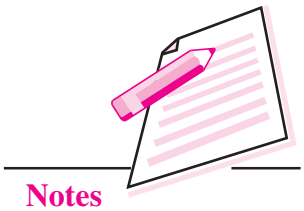
2.2.4 Workforce for Tourism Industry

There are many components of tourism over which its structure depends. Important among them are transport, accommodation, food, entertainment, hospitality, tourist attraction, tour operators, travel agents, and finally tourist etc. All of them are not separate entities but they exist in an interlinked manner. Their interaction is in the form of a web leading to finally serving the tourists. The tourism industry flourishes when qualified manpower is available to cater to the needs of the tourists. The manpower may be grouped into skilled, semiskilled as well as unskilled. All are required to meet the necessity of the tourists. For example, a highly skilled person is needed to book the tickets, take care of the hotel arrangement, and provide entertainment, guide and high-quality food. Local transport is provided by workforce like taxi driver and other helping staff. Making the tourists places neat, clean and tidy. Unskilled workforce is also needed and is utilised. The development of infrastructures is also associated with all kinds of workforce working together.

2.2.5 Market for Tourism Industry

When do you think tourism flourishes? The answer is when infrastructure is provided, accessibility is available, natural attractions are present, qualitative service providers are there, law and order is of utmost order, and people with spare time and money are in abundance; tourism is bound to flourish. Tourists are the consumers of services provided to them as per their wishes. Apart from the tangible items available, intangible services are also utilised by the tourists. The tangible items which physically exist like hotels, food, souvenir, taxies, guides, helpers etc. But the intangible services are completely different. It could be appreciated like the taste of food, peaceful environment, culture, entertainment, welcoming, sense of beauty etc. They are all used by tourists directly or indirectly. All of them are good reasons for the growth and development of the tourism industry in any particular region. Tourism marketing promotes the products developed to meet the needs of tourists.

Generally, industries are those which produce similar goods and services and therefore, they are constantly in a state of competition. For example, production



of chips, cold drinks, ice creams, clothes, paper, cement, iron etc. are competing with each other in their categories. This sort of competition is not that strong, but they are complementary in nature in terms of providing products and services. An airline, hotel, travel agent may be competing in their categories, but all of them are supporting the tourism activities in that region. For tourism, they are harmonising the growth of tourism and that helps tourists. Their purpose is to provide the best services available and facilities to the tourists as per their requirements or choice.

The input and output is not very explicitly separable in tourism industry. Other industries are defined by the product and services they produce with regard to the supply. With regard to tourism, it is driven by the demands of tourism. Other facilities are developed and provided in the region according to the demand of the tourists.

ACTIVITY 2.1

Visit a tour operator in your area and try to collect the following information:

a. What were the steps the tour operator took before starting the tour operation?

b. According to you, what are the requirements for starting the tour operation?

c. What difficulties do the tour operators face in the beginning?

Based on the collected information, try to prepare a status report for the tour operator.

INTEXT QUESTIONS 2.1

1. What is the concept of tourism industry?
2. What are different factors which affects the tourism industry?

2.3 SERVICES ASSOCIATED WITH TOURISM

There are many components of tourism. The main components of tourism may be put as producer, operator, travel agent and the tourists. All these are interconnected with tour operators and travel agents. The producer creates various resources which are needed for tourism. These resources could be put into both public and private sector. Now, let us briefly discuss them one by one. Overall there are various major components of tourism industry. They are:

I. Accommodation
II. Food and Beverage
III. Travel trade
IV. Transport
V. Attractions
VI. Events and Conferences
VII. Tourism services

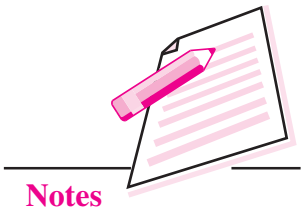
Fig. 2.2: Components of tourism industry

2.3.1 Accommodation

Accommodation is one of the fastest growing sectors of tourism industry. It plays a key role and it is a very basic component in industry. The demand of hotels exists almost throughout the year. Accommodations for the tourists are categorised on the basis of different methods like star rating, size, location, types of guests, alternative arrangements etc.

The numbers are assigned on the basis of the facilities and services provided to the tourists/ guests. This classification is done by a central government committee known as Hotel Restaurant Approval Classification Committee (HRACC). One star hotel has the least facilities and services provided under the star category while the Five star has the maximum. Even, some seven star hotels are emerging up with the highest order of luxurious services. These facilities are of the highest order in terms of quality and space. Apart from the star ratings, some private budget hotels/guest houses are also providing accommodation facilities to the tourists under the economy category such as dormitory type and bed and breakfast.

Classification on the basis of location: The location is also an important criterion to categorise the hotels. Some of them are very sought after because



Notes

of the location, like many are situated near the airport, railway station or near the bus depot. Some hotels along the highways are also in demand as the tourists need them for stopovers or for overnight stay enroute. Under this category they may further be classified by business or commercial accommodation found mostly in big cities, business centers, tourist centers etc. Suburban accommodations are provided in the outskirts of cities and towns. In the same way accommodations are also available near the airports. Resorts and motels also cater to the need of the tourists in hilly areas or along the highways.

Classification on the basis of the types of guests: Depending upon the facilities, space and privacy as well as the paying capacity of the guests, accommodations are grouped into commercial, suite, airport hotel, resort and motel. The first three accommodations are of the high order in terms of the rent of the rooms. A Suite is probably of the highest order having luxurious bed rooms apart from the living and dining room too. It serves the need of the rich categories of people like businessmen, film stars, politicians etc.

Classification on the basis of supplementary/ alternate accommodation: Apart from the above mentioned categories, some other types of accommodations are also available. They are circuit houses, youth hostels, Yatri Niwas, forest lodges, Dak Bungalows and farm houses. A Circuit house is the tourist accommodation offering rooms to high ranking government officials. These are designed to offer good accommodations and food. Payment in cash is made on day basis and services provided. Youth hostels offers affordable rooms to young tourists. Yatri Niwas is a cheap accommodation normally found near beaches, lakes, railway stations, pilgrimage places etc. Forest lodge is for tourists who are visiting wildlife sanctuaries. Dak Bungalows are for the government servants who are on official visits.

2.3.2 Food and Beverage

Increase in the number of visiting tourists has led to an increase in the demand for food and beverage which has led to rise in their demand. This component of tourism is employing a great number of youths. The change is very apparent in the consumer preferences. It is leading to increasing competition; products are becoming sophisticated and specialised. Many restaurants are becoming specialised and creating a chain of their own. Their products are getting diversified. Food and beverage sector includes all sorts of consumption items used by the market forces. They are in immense demand and their outlets are coming up everywhere, at the roadside. In the hotels, lounges, dining rooms, coffee shops, fast food, pubs and bars.

2.3.3 Travel Trade

Travel trade is concerned with the travelling of the tourists. It includes the selling/booking of reservation for travelling, accommodation, tours, transport, food and beverage etc. These bookings are done in two categories; all inclusive or at an individual basis. All inclusive tour booking is the one in which the tourists have to pay an amount fixed or negotiated, between the tour operators and the tourists. Generally, the tour operators fix the rate depending upon the size of the tourists group and duration. They even go for negotiation to reduce the charge. Booking for the individual or group of individuals for a sector of tourism is more of a fixed rate by the tour operator. It may include booking of reservations for travelling, accommodation, tours, transport, food and beverage etc. It is known as retail travel operation. All inclusive packages take care of everything associated with travel, like accommodation, site seeing, food, entertainment etc. This group of tour operation is sometimes known as wholesale tour operation.

2.3.4 Transport

Transport is one of the essential components of tourism activities. The relationship between transport and tourism development has traditionally been regarded as 'chicken and egg'. Transport contributes significantly in fulfilling the social and economic development of the area concerned. It overcomes the physical constrains of distance and meet the human needs for movement over the space. It provides a link between origin of tourism and its destination. Human movement at national and international level is taking place because of various means of transport. Millions of tourists expect to be transported safely, quickly and comfortably to their destinations at a reasonable cost. In fact, transport and its associated infrastructure have facilitated the human mobility on a large scale with lesser problems. Transport sector is divided into four types. They are air, rail, road and water transport which has different characteristics and advantages over the other. All of them are catering to the need of economically different categories of travellers and tourists. A brief description of each of them is given below:

Railways: The railway provides a great advantage of travelling for a long distance in a country or a group of countries where this facility is available. It is a cheap mode of transport and serves every category of travellers. Huge number of people can travel together. If the distance is long, the railway is a convenient mode of transport in comparison to road. It is faster and safer than road. Special trains have been introduced for tourists in India. It provides all sorts of facilities on the wheel. The details about the railways transport and its characteristics can be read from this internet source.

Fig. 2.3: Rail transport

Source: https://www.google.co.in/search?q=railways&source=lnms&tbm=isch&sa=X&ei=

Airways: Airways is very important for foreign tourists as many of the countries are not linked with rail or road transport. It is the fastest means of transport but it is costly. Many of the countries are connected by air and it reduces the distance. Air transport has accelerated tourism in a big way, particularly the international tourism.

Fig. 2.4: Air transport

Roadways: Road provides a door to door transport service and connects all the transport systems combining them together. It has given access to the destinations for tourists. Air transport has brought the world to the door steps but road transport has connected all the utility rooms inside the door. The

importance and the characteristics of road transport can be seen in Lesson 5 on Transport for Tourism. In fact it takes the tourist right upto the monument, place of worship or to the house of the host.

CONSTRUCTION OF TWO LEVEL GRADE SEPARATOR WITH IMPROVEMENTS TO JUNSCTION AT THE
INTERSECTION OF OUTER RING ROAD AND BANGALORE MYSORE ROAD NEAR NAYANDAHALLI

Fig. 2.5: Road transport

Source: http://bangaloreinfraplus.blogspot.in/2012/02/artists-impression-of-nayandahalli.html

Waterways: Waterways include ferry, cruise, water taxis and other forms of water transport. They may be of the open seas or inland transport as well. Water transport was very popular before the advent of motorised vehicles. In the olden days, the water was considered an important means of transport. Because of the increased importance of road, rail and air, the services of water transport taken by passengers has gone down drastically. The details of the water transport can be seen in the following source.

Fig. 2.6: Water transport

Source: https://www.google.co.in/search?hl=en&site=imghp&tbm=isch&source=hp&biw

ACTIVITY 2.2

Visit different hotels in your area and try to get the information about the number of rooms, maximum number of guests at a time, facilities provided to the guests etc. and prepare a list of activities needed by the tourists.

INTEXT QUESTIONS 2.2

1. What are the different components of the tourism industry?
2. Give an account of accommodation classification.
3. Discuss different types of transport.

2.3.5 Attractions

Generally, attraction for the tourists is meant increasing desirability to visit the area destination. Hence, it includes historic and heritage sites, museums, art galleries, botanical gardens, amusement parks, aquariums, zoos, water parks, cultural attractions, beaches, qualitative cheap medical facilities, traditional health rejuvenating centers etc. are some of the attractions for the tourists. Because of rich diversity, India has abundant tourists attractions. Some of them have been presented in a tabular form.

Heritage site	Cultural	Beaches	Health/medical	Wildlife/parks
Ajanta Ellora cave	Holi	Anjuna, Goa	Ayurveda	Corbett NP
Khajuraho	Dipawali	Kovalam, Kerala	Yoga	Sariska NP
Qutab minar	Pongal	Marina, Goa	Meditation	Ranthambore NP
Taj Mahal	Kumbh mela	Juhu Maharashtra	Shirodhara oil therapies	Kaziranga NP
Konark temple	Pushkar mela	Baga, Goa	Panchakarma therapies	Kanha NP
Golden temple	Surajkund mela	Dona Paula, Goa	Steam therapies	Gir NP
Akhardham	Desert festival	Mamallapuram T.N	Cheap surgery	Mudumalai sanctuary
Bodhgaya	Music and dance	Puri, Odisha	Nalur	Periyar NP

All these are the attractions for tourists and they are fascinated to visit the area/ destination again and again. It can be found from the sea coast in the south to

the high Himalayas in the north; from dry part of Rajasthan in the west to the wettest part of Meghalaya in the east. All the parts of the country has various types of attractions. This is the reason why India has been recording a very high growth of tourism particularly in the last few decades.

2.3.6 Events and Conferences

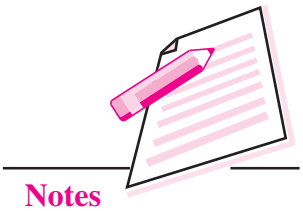
Many academic, professional, business or government events, meetings and conferences are organised. They deliberate on the topics chosen for the events. They invite the people from various parts of the world. They are supposed to travel to the places of the event and its surroundings. At that place, accommodation and food are essentially required for them. They are offered entertainment. All these involve spending on the part of tourist. They manage the money from their own pockets or get sponsorships. Sometimes the organisations bear the cost where they are working. Some of the delegates are also financially helped by the organisers. The organisers themselves get the financial supports from the government, ministries, business houses, academic institutions etc.

Conferences, seminars, meetings, trade shows, exhibitions and conventions are big business for many communities. Because of these types of events local people earn by providing and selling tourist services and products. When people arrive at such places, they visit the nearby areas. Therefore, most cities of the world organise many meetings and conferences from time to time, especially at destinations which are places of tourist interest like Goa, Delhi, Mumbai, Kolkata' besides many other places like Pragati Maidan at Delhi is booked almost the whole year for events at national or international level. The same is the case of other cities and towns in India and abroad.

2.3.7 Tourism Services

The sector of tourism services includes many organisations, associations, government agencies, companies etc. All of them have specialised services which the tourism industry needs. They are basically a sort of regulators which provide services. They fullfil not only the need of the travellers and tourists but also serve the purpose of growth and development in a specific region. Hence, conducting a research becomes an important component for tourism. Apart from research in tourism; advertising, marketing, educating/informing about tourism are other good components of the tourism industry.

The government plays an important role in providing basic infrastructures so that tourism is well developed and organised. It encourages business by providing money, information and services. In this process the government conducts market research for finding out industry demands, problems and



profiles of tourists at different intervals of time. It is a very important tool in assisting the marketing planning and management of services and facilities provided to tourists. Their demand in tourism is assessed and finally a decision is taken, which helps in the growth of tourism. For all these, a proper and balanced plan and policy are needed for which the government is the right authority to take a decision. One can find dozens of advertisements about tourism in the newspaper everyday, inviting tourist to their destinations. For example honeymoon trip, pilgrimage trip, cruise trip, mountaineering, rafting, national site visit, international visit; All these are working together for the promotion of tourism as well as getting financial benefits out of them.

ACTIVITY 2.3

Go to any tourist activity center in your area and try to find out various types of attractions available there. Prepare a list of those attractions. Categorise them attractions as per your information or take the help of the table given on page 25. Write a brief note on those attractions.

INTEXT QUESTIONS 2.3

1. Name some important sources of attractions for tourism.
2. Discuss the importance of conferences in promoting tourism.
3. Explain the role of the government in facilitating tourism.

2.4 RECENT TRENDS IN TOURISM

National policies for the development and promotion of tourism in India are designed by the Union Ministry of Tourism in consultation and collaboration with other Central Ministries, State Governments, Union Territories and representatives of the private sector. Special efforts are being made to explore new forms of tourism and promote the existing tourism along with the latest trends such as stay on houseboat, stay in villages for a feel of the countryside location. The other trends being cruise, medical, business, sports and eco-tourism etc.

Since the beginning of the mid-20th century there has been an immense growth of tourism in the world. The growth of arrivals of tourists in East Asia and the pacific is very strong. New unknown destinations are coming in a big way and showing higher growth. Europe and America were the main tourists destination before 2000, but recently their share has declined by 10% and 13%, respectively.

Notes

At present, travel for leisure, recreation and holidays constitutes about 51% of the international tourist arrivals. Approximately 15% of the tourists are taking the journey for business and professional purposes. The other 27% travel for visiting friends and relatives, religious pilgrimages and for medical tourism. The remaining 7% of the visitors are taking up their journey for not any specific purposes as per the record of the data. About 52% of the total tourists travel by 38% by road, 3% by train and remaining 6% by water transport. The details of the world trend of tourism may be read in the next chapter.

The World Tourism Organisation has projected that international arrivals would reach nearly 1.6 billion by 2020. Out of this, 1.2 billion would be expected to be intra-regional and 0.4 billion would be long distance travellers. East Asia and the Pacific, south Asia, Middle East and Africa are expected to grow more than 5% per year, while the world average would be 4.1%. More mature regions such as Europe and America are anticipated to show lower than average growth rate. The total tourist arrivals shows that by 2020 top three destinations would be Europe (717 million), East Asia (397) and the America (282 million), followed by Africa, the Middle East and South Asia.

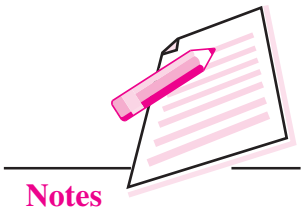
2.4.1 Recent Trends of Tourism in India

India is one of the favoured destinations of foreign tourists. From 2009 to 2011, the foreign tourist arrivals have increased tremendously from all regions of the world. In 2011, the foreign tourist arrival in India from Eastern Europe is 20.6%, followed by South East Asia (18.8%), West Asia (18.5%), East Asia (15.5%), Africa (13.6%), Australasia (10.9%), South Asia (8.8%), North America (5.6%) and Western Europe (5.0).

It is because India has great variety of tourist places as well as attractions, discussed in this lesson. It is also a reality that India is very economical destination. This may be seen in terms of general tourism as well as for medical tourism. That is why, the stay in India is not very costly and, hence, the foreign tourists prefer to stay for longer duration. As per the available data, the stay of foreign tourist in India is the highest, a little more than a month (31.2 days) on an average. It is followed by Australia (27 days), Pakistan (25 days). The details of recent trends of tourism in India may be read in proceeding chapters.

2.5 ROLE OF THE GOVERNMENT OF INDIA IN POPULARIZING TOURISM

The ministry of Tourism is the nodal agency for the formation of national policies and programmes and for the coordination of activities of various Central Government Agencies, State Governments/UTs and the private sectors for the development and promotion of tourism in India. This Ministry is headed by the Union Minister of State of Tourism (Independent Charge). The administrative



head of the Ministry is the Secretary (Tourism) who also acts as the Director General (DG) Tourism.

The Directorate General of Tourism has a field formation of 20 offices within the country and 14 offices abroad and one project i.e. Indian Institute of Skiing and Mountaineering (IISM)/Gulmarg Winter Sport Project.

The Union Ministry of Tourism has under its charge a public sector undertaking, the India Tourism Development Corporation (ITDC) and the following autonomous institutions.

- India Institute of Tourism and Travel Management (IITTM) and National Institute of Water Sports (NIWS)
- National Council for Hotel Management and Catering Technology (NCHMCT) and the Institutes of Hotel Management.

2.5.1 Role and Functions of the Ministry of Tourism

- All policy matters including development, incentives, external assistance, promotion and marketing etc.
- Planning and coordination with other Ministries, Departments, States/UTs
- Human Resource Development
- Publicity and Marketing
- Research, analysis, monitoring and evaluation
- Legislation and Parliamentary Work
- Vigilance matters
- Approval and classification of hotels and restaurants
- Approval of travel agents, inbound tour operators and tourist transport operators, etc.
- Tourism infrastructure development for quality tourism is the key area of this ministry.
- More than 50% of the Ministry's expenditure is incurred for the development of tourism at various tourist destinations and circuits in the States/UTs.

Keeping in view the professional work force requirements of the country's fast expanding accommodation and catering industry, the Ministry of Tourism reoriented and remodelled various training programmes in order to harness the resources and also to provide a central thrust to the Tourism industry. So, in the year 1982, Union Ministry of Tourism established the National Council for Hotel Management and Catering Technology (NCHMCT). With the vast expansion and modernisation of the country's hospitality industry, hotel management and catering, educational programme have gained tremendous

popularity. As a result, courses offered by the National Council have become of international standard. The National Council has its own website which can be accessed at www.nchmet.org.

2.5.2 Marketing Objectives

The Ministry of Tourism, Government of India, through its 14 offices abroad is making all out efforts to position India in the tourism generating market as a preferred tourist destination, to promote various Indian tourism products to increase India's share of the global tourism market.

To achieve this, an integrated marketing and promotional strategy is adopted in association with various other agencies involved in tourism. Promotional efforts for this include the Print and Electronic Media, participation in Fairs and Exhibitions, organising seminars, workshops, road shows, printing of brochures, joint advertisements with travel agents/tour operators, inviting Media and Travel Trade to visit India under the Hospitality Programme etc.

Do you know

- Indian Tourism, was awarded the 'Best Tourism Promotion Award' at the World Travel Fair, Shanghai.
- Indian Tourism, was awarded the 'Best Booth Operation Award' at the Korea World Travel Fair.
- The Best Tourism Promotion Award' was awarded to India at the Bissau International Tourism Fair in South Korea.

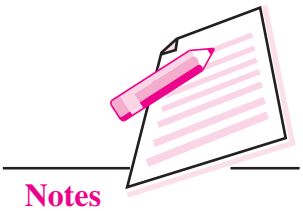
2.5.3 Incredible India

An international marketing campaign was initiated by the Tourism Ministry to promote tourism in India for the global audience in 2002.

The campaign projected India as an attractive tourist destination by showcasing different aspects of Indian culture and history like yoga, spirituality etc. The campaign was conducted globally and was highly appreciated.

In 2009, the then Minister of Tourism, unveiled plans to extend the **Incredible India** campaign to the domestic tourism sector as well.

To educate the local population regarding good behaviour and etiquette when dealing with foreign tourists, a special campaign was launched in 2008 by the Ministry. The famous T.V. Advertisement title 'Atithi Devo Bhava' endorsed by the Cine Super Star Amir Khan was part of this campaign.



2.6 INDIAN TOURISM DEVELOPMENT CORPORATION (ITDC)

The prime mover in the progressive development, promotion and expansion of tourism in India is the Indian Tourism Development Corporation (ITDC). It came into existence in October 1966.

The main objectives of the ITDC is to:

- construct, take over and mange existing hotels and market hotels, beach resorts, travellers' lodges/restaurants.
- provide transport, entertainment, shopping and conventional services.
- produce and distribute tourist publicity material.
- render consultancy-cum-managerial services in India and overseas.
- carry on the business as Full-Fledged Money Changer (FFMC), restricted money changers etc.
- provide innovative, dependable and value for money solutions to the needs of tourism development and engineering including providing consultancy and project implementation.

To achieve the above mentioned objectives, ITDC is running hotels restaurants at various places of tourist's interest. It provides transport facilities, produces, distributes and sells publicity literature, provides entertainment and duty free shopping facilities to the tourists. The Corporation has diversified its activities into various other fields also. ITDC also runs The Ashoka Institute of Hospitality & Tourism Management to impart training and education in the field of tourism and hospitality.

Do you know

ITDC has a network of eight Ashok Group of Hotels, six Joint Venture Hotels, two Restaurants, twelve transport units, one Tourist Service Station, 37 Duty Free Shops at various Airports, one Tax Free Outlet and two Sound and Light shows.

2.6.1 Indian Railway Catering And Tourism Corporation (IRCTC)

IRCTC has brought a revolution in India as far as railway ticketing is concerned. Internet based rail ticket booking through its website or using mobile phones for ticketing, has made things easier now. Ticket cancellations or modifications can also be done online. These days, you can also know PNR status of your ticket online or through your mobile.

New Railway Catering Policy was launched in February 2017, whereby IRCTC has been mandated to carry out the unbundling by creating a distinction between food preparation and food distribution. In order to upgrade quality of food preparation, IRCTC is to set up new kitchens and upgrade existing ones.

The salient features of the new policy are:

1. IRCTC to manage catering service on all mobile units. Pantry car contracts awarded by zonal railway to be reassigned to IRCTC.
2. Meals for all mobile units to be picked up from the nominated kitchens owned, operated and managed by IRCTC.
3. IRCTC not outrightly outsources or issue licences for provision of catering services to private licensees. IRCTC to retain the ownership and be fully accountable for all the issues pertaining to setting up and operation of base kitchens and quality of food.
4. IRCTC to engaged service providers from hospitality industry for service of foods in trains.
5. All four base kitchens under departmental operaton of Zonal Railways (Nagpur, Chhatrapati Shivaji Terminus (CSTM), Mumbai Central (BCT) and Balharshah) and all kitchens units i.e. Refreshment Rooms at A1 and A catergory stations. Jan Aahar, cell kitchens are to be handed over to IRCTC on as is where is 'as basis'. IRCTC to set up its own kitchens at additional statons if required.

? Do you know

IRCTC offers I-tickets also that are basically like **regular** tickets except that they are booked online and delivered by post.

'Shubh Yatra' is a recently launched programme for frequent travellers who can avail of discounts on all tickets booked round the year by paying an up front annual fee.

For a hassle-free e-ticket booking, there is Rolling Deposit Scheme (RDS) also. It allows the passengers to reserve seats against advance money kept with the Corporation.

- **Tourism:** Tours for domestic and foreign tourists are also organised by IRCTC. Bharat Darshan covers important tourist destinations across India and is specially designed for budget tourists. Similarly, special luxury trains like Palace on Wheels, Royal Orient Express, Golden Chariot, Deccan Odyssey, Royal Rajasthan on Wheels and Buddhist-Circuit Trains are available for all tourists, especially for foreigners.

- **Tatkal Booking**: Under this scheme, people can book their tickets at a short notice through the Indian railways internet portal. The booking starts at 10 a.m. daily, one can book the ticket one day prior to the departure of the trains from the source station.

Do you know

The websites for contact are:

- www.indianrail.gov.in
- www.irctc.co.in
- http//www.en.wikipedi.org/wiki/tourism-in-india.

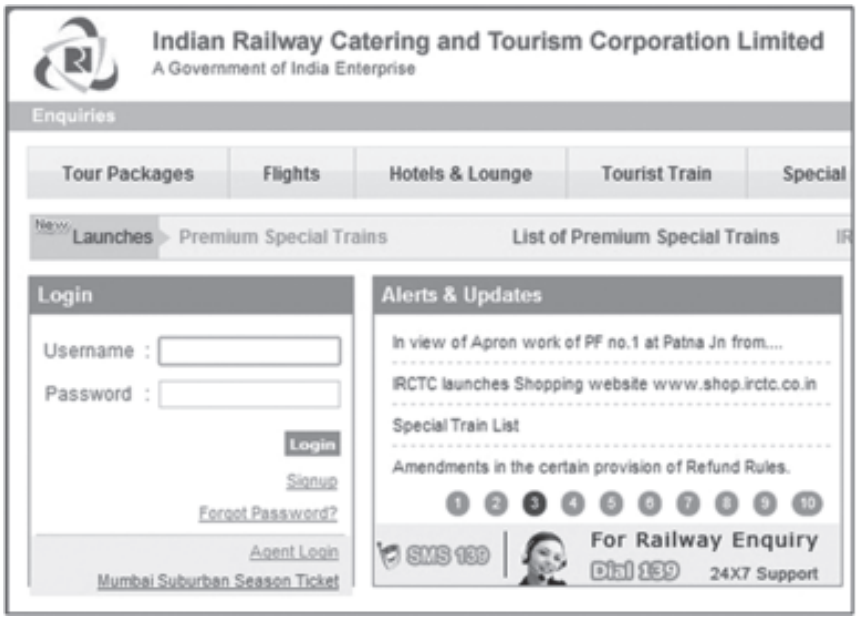


Fig. 2.7: IRCTC web page

2.6.2 The State Tourism Development Corporation

The main objective of the State Corporations is to establish, develop and execute projects and schemes that facilitate and accelerate tourism in the state. They also acquire, construct and maintain tourist bungalows, restaurants, cafeterias, hotels and bars to make facilities available to the tourists. The Corporations also organise package tours, fairs and festivals entertainment, shopping and even transport. They also develop places of tourist interest and give important information through printed brochures and websites. Every state Tourism Development Corporation gives the tourists an opportunity to experience the charm of the most exotic destination of their respective states at a very economical price.

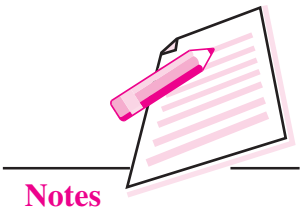
For detailed information about the tourism activities and projects in the state, the easiest way is to have access to the website concerned. For your convenience, the various internet sites of 29 states and 7 Union Territories have been given at the end of the lesson. Go to the website of the state you are interested in, search for the details and plan your tour accordingly. You must know that India is one of the richest countries of the world bestowed with physical, cultural and life heritage. Every state, region or corner of India has a lot to fascinate tourists.

To give you an idea of the rich natural beauty and a great history of Rajasthan, let us read something about the Rajasthan Tourism Development Corporation (RTDC)

2.6.3 Rajasthan Tourism Development Corporation R.T.D.C (http://www.Rajasthantourism.gov.in/home/rtdc.aspx)

The Rajasthan Tourism Development Corporation (RTDC) is a Private Limited Company under the Indian Companies Act 1956. It started in 1978 and has become the pioneering Corporation in budget lodging which is considered as a trademark in the travel industry. RTDC knows it very well that commitment to achieving quality, culture of customer service, a warm and cordial reception to the guests, are the key to hospitality and the secret of success in the tourism industry. RTDC gives us the opportunity to experience the charm of the most exotic destinations of Rajasthan like historical forts, palaces, art and culture. Endowed with natural beauty in bounty and great history, Rajasthan has a flourishing tourism industry. Every third foreign tourist visiting India travels to Rajasthan as it is a part of the Golden Triangle about which you will read later in this course.

Fig. 2.8: Palace on wheels



The palaces of Jaipur, the lakes of Udaipur, forts of Jodhpur, Bikaner and Jaislmer and desert are among the preferred destinations of most of the tourists. Tourism in Rajasthan has increased employment in the hospitality sector for tourists visiting India.

Fig. 2.9: Hawa Mahal Jaipur

Fig. 2.10: Lake Palace Udaipur

Fig. 2.11: City Palace Udaipur

Fig. 2.12: Jal Mahal Jaipur

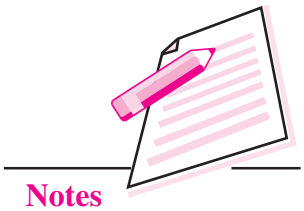
Fig. 2.13: Mehrangarh Fort, Jodhpur

Do you know

Various State Tourism Internet Sites – INDIA

Name of the State	Tourism Site
Andaman and Nicobar Islands U.T.	www.andamantourism.in
Andhra Pradesh	www.aptdc.in
Arunachal Pradesh	www.arunachaltorism.com

The Dargah of Moinuddin Chishti in Ajmer, popularly known as Ajmer Sharif is known all over the World for its Sufi concept (peace to all) to promote understanding between Muslim and non-Muslims. The Dargah of Ajmer Sharif



has a special distinction of being called as the mother of all the Chishti Dargahs all over the world. If this little information about Moinuddin Chishti has aroused your curiosity, take the help of internet site of RTDC i.e. www.rajasthan tourism.gov.in / and know more about his early life and background, his journey to India and how the Chishti Order got established in India.

Source: timesofummah.com

INTEXT QUESTIONS 2.4

1. Discuss the growth of tourism at the world level.
2. What is the estimated number of international tourist movement by 2020?
3. From which zone of the globe do the tourists visit India?

WHAT YOU HAVE LEARNT

- Tourism is an ever increasing industry at world scale. It is the third sector providing largest employment to the people. It is facilitating the host country to get a good amount of foreign exchange due to foreign tourists.
- It helps the host country to balance the international trade. It has many components. Like space to operate, huge capital and manpower to operate and other important components like accommodation, food and beverage, travel trade, transport, cultural attractions and events also work as tourism services.
- All of them are required in the area where the tourists go. Personal security of the tourist and their safety helps in the numbers of tourist visiting the country which ultimately bring economic benefits to the local people of the area.

TERMINAL EXERCISE

1. What is the concept of tourism industry? What are different factors of tourism industry?
2. How is tourism an industry? Write five reasons.
3. Explain the role of the Union Ministry of Tourism, Government of India in the field of Human Resource Development.

ANSWER TO THE INTEXT QUESTIONS

2.1

1. Tourism is an industry because it gives employment opportunities to many, attract people from every walks of life and the tourists use various facilities provided to them. Therefore, tourism is an industry. It is an industry because it has many inputs and outputs. Though the output is not similar, overall it provides services to tourists; therefore, it is called an industry.
2. Different factors of tourism industry are :
   (a) it needs space
   (b) it requires someone to take the risk
   (c) capital as well as workforce is essential.

2.2

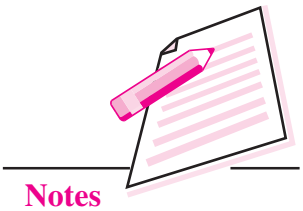
1. Different components of tourism industry are : Accommodation, food and beverage, travel, trade, transport, attractions, events and conferences and tourism services.
2. Accommodation is divided on different basis like
   (a) Star Classification
   (b) Size
   (c) Location
   (d) Types of Guests
   (e) Supplementary/alternate accommodation
3. (a) Railways, (b) Roadways, (c) Airways, (d) Waterways

2.3

1. Heritage sites, cultural, beaches, health/medical, wildlife/National Parks
2. Conferences invite people from allover the globe. It accelerates the tourism activities both national and international.
3. Government policy about tourism is the guiding principle for the growth of tourism. Therefore, the role of government is very important in facilitating tourism.

2.4

1. Tourism is on the rise in the world. It has become one of the best performing activities at the world level. Hence, it is rising continuously.
2. International tourists' number is expected to rise by 1.6 billion by 2020.
3. East European zone has 20.6% of entire foreign tourists in India.



Notes

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3

IMPACT OF TOURISM

Tourism is a very rapidly growing industry in the world in general, and India in particular. It has led to the establishment of many infrastructures in tourist origin and destination regions. Many activities are addressed concerning the need of tourists. There is great interaction of tourists with land and people of any area from where they originate or they reach during tourism endeavour. Because of the interactions, certain impacts are obvious during this engagement. This chapter, will deal with those impacts which may be good or bad.

OBJECTIVES

After studying this lesson, you will be able to:

- classify motivation and deterrent of tourism;
- find out the positive and negative economic impact of tourism;
- discuss the impact of tourism on society;
- discuss the impact of tourism on the culture of the area;
- discuss the impact of political decision taken by the government;
- identify the impact on the environment/surrounding and
- identify the sustainable tourism.

3.1 INTRODUCTION

Tourism is considered as an industry. This industry involves the movement of people from one place to another. The movement of people requires infrastructure related with transport. Moving to another place, in turn, requires the accommodation for the people, which further leads to foods and drinks for them. Stay at a place leads to the interaction with the people. All these are generating

job opportunity and economic activities. Interaction with local people is further associated with intermingling of the cultures of different origins. Consumption pattern of tourists is different from the local people. Waste generation and disposal of the same is a great challenge. In other words, the impact of tourism could be classified as:

- Economic impacts
- Socio-cultural impacts
- Political impacts
- Environmental impacts

3.2 FACTORS FAVOURING TOURISM

India is a vast country with biophysical diversity. This vast expanse of land is occupied by the rainiest part in the north-east to the driest part in the west. It covers the islands, coastal land (sea surface) and high mountain peaks. It covers lush green valleys, valley of flowers, precipitous mountain slopes, beautiful waterfalls, unending flat plain, dry deserts etc. Apart from them, it also possesses the caves, monuments, places of historical and archaeological importance, religious structures, trek routes, adventure tourism – rock climbing, rafting. Many of them are also very important for the virgin environment, recreational centres, health rejuvenating centres, apart from natural scenic spots and places in various parts of the country. The country invites tourists from various parts of the world throughout the year depending upon the interest of the visitors. Winter climatic conditions of south India are favourable destinations for tourists while the Himalayan region is the sought after in summer. All these factors are favourable for tourists of national and international origin.

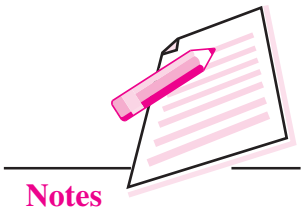
Once a place is visited by a large number of tourists, the visiting as well as from where the people are originating do produce some consequences. Those consequences could be good as well as bad also. Let us understand those impacts.

INTEXT QUESTIONS 3.1

1. How do tourism activities impact destination areas?
2. What are the impacts of tourism?

3.3 ECONOMIC IMPACTS

The importance of the economics of this sector could be judged by the number of people involved in it as well the income generated. Directly or indirectly, large



number of people are involved in the tourism sector. It includes areas like transportation, accommodation, food, ticketing, guiding, boating, rafting, trekking, maintenance of the tourist sites etc. Host provides all required services and facilities to the guests. The guest pays for all these services. Hence, the tourism generates considerable benefits for the people of the origin place of the tourist as well as people on destinations.

By developing the infrastructures in various tourism related activities enables. better movement facilities from one place to another for both incoming or outgoing tourists. One of the primary motives for developing a country like ours is to promote tourism destinations for foreign tourists. It helps to get the foreign exchange. A good amount of foreign reserve helps to maintain a country's balance of trade. Apart from the balance of trade in the country, it also generates employment opportunities for the unemployed youth. In this way they get their livelihood and the income is generated for their survival and well being. But tourism is not all the time very good for the economy; it has a negative impact as well. Let us see them one by one:

3.3.1 Negative Economic Impacts of Tourism

There are many negative impacts on the economy of destination of the tourist particularly in the less economically developed countries (LEDC) or developing countries due to tourism. Some of them are:

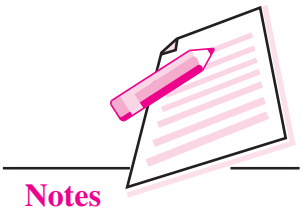
- There are many hidden costs of tourism which have an adverse effects on economy on the destination countries. Most of the time, richer countries are better profited than the poor countries. Many consumable products like food and drinks have to be imported by host countries which are poor or developing. This is because local products are of inferior quality. Thus, the profits go to the developed countries from where they are imported.
- In all-inclusive package tours, almost two-third of the expenditure goes to the airline, hotels and other international companies and not to local businesses or workers.
- In all-inclusive package tours, tourists generally remain for their entire stay at the same cruise ship or resort, which provides everything they need. There is no option left for making profit to the local economy.
- In poor and developing destinations, the money is used to develop the infrastructures for tourism by government. But the profit is exported to other developed countries when overseas investors finance resorts and hotels.

- More and more demand for basic services and goods by the tourists lead to the price hike in the destination nation. It negatively affects local people whose income does not increase in that proportion.
- Development of tourism in destination nation increases the value of services and land. Thus, basic needs of the people of that place becomes very difficult to meet.
- Many countries do not support tourism because of the seasonality or harsh climatic conditions. During the tourist season, the local people get some employment opportunity, but there is no guarantee that they would get the same in the next season. Therefore, they are insecure in getting their livelihood.
- People are displaced to construct airports, resorts, hotels, nature reserves, historical and other attraction sites, and other tourism development projects.

3.3.2 Positive Economic Impacts of Tourism

There are many positive impacts on the economy of the local area of destination of the tourist particularly in the less economically developed countries or developing countries due to tourism. Some of them are:

- Expenditure incurred for the purpose of encouraging tourism generates income in the host countries. This in turn increases the growth in the other allied economic sectors.
- As mentioned above, attracting foreign tourists to a host country fetches foreign currency. This is a very good sign of having good international trading capacity.
- Government of a host country generates the revenue as taxes on the income from tourism employment, business, and entry fee at various tourist sites/ monuments also through toll taxes etc.
- Many items needed by the tourists are imported from other countries. When Government levies import duty it gets financial benefits.
- Quickly growing national and international tourism has created significant employment opportunities. It has piloted better economic status of the people involved in tourism, directly or indirectly through hotels, restaurants, guides, nightclubs, taxies, local crafts, paintings, local cultural products etc.
- Tourism motivates the government to invest more on many types of infrastructures leading to better facilities for tourists as well as for the local people.



- Tourism also promotes local people by giving opportunities to get the livelihood in informal sectors like street vendors, rickshaw pullers, tea/coffee stalls, magazine corners, shops with packed food items etc.
- Employment in Informal sector pumps the money into the local economy. It has rippling effects by investing and generating more income simultaneously for those people.

ACTIVITY 3.1

Visit any tourist site nearby and list the economic benefits that the locals are getting because of tourism.

INTEXT QUESTIONS 3.2

1. How is the economy of a tourist destination affected by the tourism?
2. Write any two positive economic impacts of tourism.

3.4 SOCIO-CULTURAL IMPACTS

Society is a community or broad grouping of people living in a certain area that has common traditions, institutions, activities and interests. In fact, society is a system of relationship of people who share some sense of common identity. It may be small like a family/ locality or large as whole of the nation. Culture is the practices of that society which binds people of the society together. It includes manners, morals, beliefs, behaviour, values and norms.

A good **manner** is socially acceptable way of relationship. It includes respect, care and consideration for others. **Morality** is a set of rules, principles and duties applicable to a group of people or a society which is generally independent of religion. **Belief** is the foundation of attitude. Attitude determines the outlook and thinking process of an individual and the society. **Behaviour** is the way in which an individual or a member of the society behaves or acts. It is viewed with reference to phenomena, incident or an action. It is, therefore, a response of the member. **Norms** are the formal rules of the society. It regulates the members of the community, group or society in maintaining harmony. **Values** are those ideals that a society holds above all, like honesty, respect, faithfulness. These values are the building blocks of norms. These are certain basic rules of social interaction and conduct of the people of the society.

When more and more people come from far flung places and interact with local residents of any area, the social and cultural impacts are bound to take place.

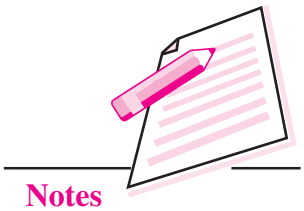
Notes

Due to interaction, changes are observed in altering value system, behaviour, including losing ones indigenous identity. Deviations are seen in community structure, family relationships, collective traditional life style, ceremonies and morality. Apart from this, some positive impacts are also observed. They are as follows:

3.4.1 Negative Socio-Cultural Impacts

There are many negative social-cultural impact of tourism particularly at the destination places. Important among them are:

- It reduces the bonding of family structure and promotes nuclear family norms.
- It encourages urbanisation emigration.
- Friction and resentment with tourists happens due to overcrowding and lack of recreational facilities for the local people.
- Drug abuse and prostitution are on rise at the certain tourist places.
- Commercial sexual exploitation of children and young women has increased with the growing tourism industry in many parts of the world. Children are trafficked into brothel houses and sold into sex slavery market.
- Misbehaviour and rape of foreign tourists hampers tourism.
- The tourists are welcomed in traditional style at certain places and hotels/ airports. Sometimes, it leads to commercialisation of the traditional welcome and hospitality norms, making a mockery.
- Intermingling with the people of various cultural groups leads to loss of the culture of the destination area. Later on, it leads to crisis of cultural identity.
- Tourists are well off in comparison to the local unskilled people. Thus it leads to the greed of the local people to extort money and equipment of the tourists. Greed of this kind leads to crime committed by the local people.
- Moral conduct of the local people is deteriorating particularly when local youth try to imitate foreigners. They try to adopt the habits of tourists by indulging in smoking, drinking and gambling etc.
- Violation and breaking of local norms and customs by foreign tourists lead to the conflict between host and guest.
- Erosion of local language and dialect in terms of the purity and mixture of the language is on rise.



- Cultural clashes are taking place because of the differences in cultures, ethnicity, religion, values, behaviour, life-style, and level of prosperity.
- Many tourists come from different societies with varying life-style. They seek pleasure of every kind, spend more money and sometime behave very arrogantly which may not be acceptable even in their own society from where they are coming.
- There is a growing distinction between 'haves' and 'have-nots' especially in economically less developed countries. It creates socio-cultural tensions.
- Due to carelessness and ignorance, tourists often fail to respect local customs and moral values. This causes irritation among local people.

3.4.2 Positive Socio-Cultural Impacts

There are positive social-cultural impacts of tourism also particularly at the destination places. Some of them are:

- Tourism provides an appropriate opportunity to get acquainted with people of many cultural groups from national and international origins.
- Tourism has a component of education. Through education tourism promotes understanding between peoples of two or more cultural groups together. It offers cultural exchange between hosts and guests.
- Because of cultural exchange, people develop mutual sympathy and understanding about each other and thus it reduces their prejudices.
- Finally, sympathy and understanding could lead to decrease tension between the two communities/nations. In this way, peace and good relationship would prevail.
- Tourism supports the development of community facilities and services. These facilities and services are also used by local people, thus leading to better living condition.
- Tourism creates awareness about the importance and value of natural, cultural, archaeological or historical sites. It stimulates a feeling of pride in local and national heritage. This leads to the consciousness of them.
- Tourists are interested in buying many arts and crafts of a particular area/ nation as a souvenir to take back with them. Monetary gain to the residents through sale of souvenirs helps keep these arts and crafts alive for ever.
- Festivals organised in certain parts of the year are very enthusiastically observed by tourists. It encourages people to keep the local culture alive even if the local youth are well educated and have broader look and understanding.

ACTIVITY 3.2

Collect the pictures of foreign tourists wearing local dresses from newspapers. They may be dancing with local people or getting mixed with their culture.

INTEXT QUESTIONS 3.3

1. Describe the term culture.
2. Mention any three negative impacts of tourism on society.
3. Sometimes local people get annoyed with tourists. Explain the reason.

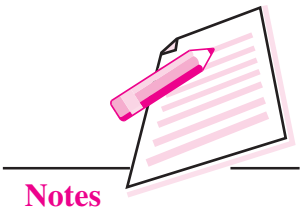
3.5 POLITICAL IMPACTS

Political impacts are seen on the tourism rather than tourism impacts on the politics directly. But indirectly, the governments of the developed countries, from where the well-off tourists come, influences the governments for a congenial condition to be provided to the visitors. Everyone is very much concerned about the safe and secure journey to the tourist destination and back to the origin place. To get to know the visited area as well as fun and enjoyment is the main objective of tourism. Tourists are for them and hence, they wish to go to those areas which fulfil their objectives. They do not feel safe and secure at all the places of tourists interest in the world. A tourism policy gives the direction to the tourism. This policy is a set of rules, regulations, guidelines, and directives for development and promotion of tourism. It provides a framework with which the collective and individual decisions affect the tourism development. Government can create a code of conduct for a tourist. There are some outlooks which encourage tourism and some create obstacles. Those are:

3.5.1 Negative Political Impacts

There are many negative political impacts on tourism particularly at the destination places. Important among them are:

- Political instability and conflict at the destination area/country proves to be a hindrance. In fact, political instability is a condition of a country where the government is unstable or is being toppled. Sometimes, the government is run by a faction follower of the coup. In such conditions, law and order is a big problem. Therefore, tourists refrain from visiting such destinations.



- Sometimes, the governments of the tourist origin countries give a warning or issue advisory to their citizens not to visit such countries where political instability or conflict prevails.
- When the tourists are already visiting the country where some political instability comes in, a warning is issued to the citizens to leave the country at the earliest.
- The unstable government is not able to maintain law and order situation for the citizens of the country. They may not be able to take proper care of the foreign tourists. Hence, it becomes a deterrent to tourism.
- Government is the only authority to formulate a policy of any concern. All the policy matters concerning the tourism are taken care of by the government which in turn affects the outcome of the policy.
- A policy adopted in favour of tourism and infrastructure development leads to the growth of tourism and in inverse conditions, result is contrary.
- Terrorism or naxal activities or communal conflicts in any part of a country or globe reduces the chance to develop tourism. In Kashmir valley, the general unrest reduced tourism significantly.

3.5.2 Positive Political Impacts

There are many positive political impacts on tourism particularly at the destination places. Important among them are:

- Political stability is of foremost concern to the tourists. Safely and security at any tourist destination attracts large number of tourists.
- Law and order is the concern of the government. If it is well managed, it helps in the inflow of the tourists.
- Political stability and protection to the tourists from the government machinery is a tonic for the promotion of tourism.
- Political willpower to establish infrastructures in tourist attraction areas encourages tourism. It facilitates the easy access, accommodation, provision of guidance and other facilities required for the tourists.
- A tourists targeted planning further accelerates effect on tourism.
- Beautification of a site and safety provision without much alteration to the natural landscape also attracts the tourists tremendously.
- Risk perception can influence tourist decision-making about the destinations. It can severely affect tourist inflow to a destination.

ACTIVITY 3.3

Review and assess the J&K government policy of tourism. Try to identify how it is different from Kerala government policy of tourism.

INTEXT QUESTIONS 3.4

1. Discuss the role of government in influencing the tourism?
2. Write any three political impacts on tourism.

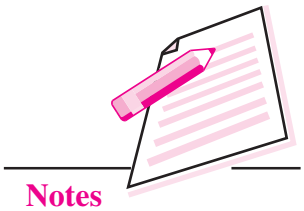
3.6 ENVIRONMENTAL IMPACTS

Environment is the total surroundings or conditions in which a person, animal or plant lives or interacts. A person's environment is made up of all that is, directly or indirectly associated with the living conditions. It includes houses, buildings, fellow persons, animals, plants, land, water, temperature, light, air, flora and fauna, other human developed infrastructures etc. The living plants and animals not only exist in the surroundings but also interact with each other. Such interactions also impact significantly depending upon the dynamism of interaction. Tourism brings huge number of people to an area continuously who have diverse attitudes. Huge number of people arriving at those locations poses intense pressure on various resources. More and more infrastructures are created to accommodate them due to which great changes in the landscape of the area are made. Some of the environmental improvements are also observed to attract more and more tourists. Therefore, tourism helps in preserving the environment. Let us see those negative and positive impacts on the environment of a destination.

3.6.1 Negative Environmental Impacts

There are many negative environmental impacts of tourism particularly at the destination places. Important among them are:

- The land use is altered significantly to construct houses, hotels, restaurants to meet the demand for the tourists and other people visiting the area.
- A large forest cover is removed. Agricultural land is replaced by buildings, roads and garbage disposal etc.
- Construction of roads on the slope in mountainous region leads to many problems such as soil erosion which creates ecological imbalances. Removal of plants and vegetation cover create exponential ill-effects on the environment.



- Deterioration and disturbance of the natural ecology in such areas is common affair. There is also great loss of bio-diversity due to intense tourism.
- Landslide is widespread in such areas because of human interventions.
- Run-off is great because of the reduction of the water seepage. Due to greater run-off more erosion is observed. Higher erosion in the upper reaches brings high amount of silt to the lower regions. The deposition of coarse silt and high run-off brings floods and makes the flood affected area almost infertile.
- Huge number of tourists arriving at any site is generating great pressure on the natural resources of the destination area. Those resources are getting depleted gradually.
- Huge demand for resources is leading to the degradation and deterioration both in terms of quality and quantity. It is leading to pollution of resources like water, air and land.
- Due to growing tourism activities, pollution of beaches, lakes, rivers, underground water is reaching an alarming phenomenon.
- Larger number of tourists, places higher demand of various items and services. To provide supportive and other facilities in turn leads to congestion of the tourists sites.
- Managing the solid waste disposal and sewage treatment in such areas is a difficult task.
- Tourism caters to tourists from all over the world. They travel by air to cover the large distance in a short duration. Each flight expels huge toxic gases like carbon-di-oxide, monoxide etc. in the atmosphere resulting in a rise in the overall, worldwide environmental problems are on rise.
- Local transport also pollutes the environment by consumption of bio-fuels.
- The status of the archaeological, historical, architectural and natural sites is deteriorating because of more rush of tourists.
- Many of the tourists are interested in visiting hilly areas with natural beauty, full of waterfall, bridges, changing forests sites, snow, skiing etc. and all these are found in a fragile area of mountain slopes. More tourists visiting these areas results into added pressure on the carrying capacity of such lands.
- Litter is found along the roads/trekking paths and camping grounds.
- Vigorous travelling of tourists in the parks/ wildlife sanctuaries, biosphere reserves alters the behaviour of the animals and even their reproductive

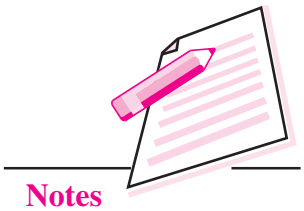
cycle. They are scared of the tourists and they try to run away from their natural habitat and move to the peripheral areas. The same is observed with the aquatic animals and plants because of the increased water activity and boating.

- Habitat can be degraded by tourism leisure activities. For example, wildlife viewing can bring about stress for the animals and alter their natural behaviour when tourists come too close.
- When many tourists go for trekking, the vegetative cover along/ nearby treks are on attack under the foot falls. Grasses, plants and bushes are trampled upon and their growth is retarded.
- Tourists using the same trail over and over again trample the vegetation and soil, eventually causing damage that can lead to loss of bio-diversity and other impacts.
- Construction of the tall buildings and hotels obstructs the skyline and the natural beauty is hampered. That is just like visual clutter.
- Any amount of facilities provided at the tourists destination become insufficient after some time. When the capacity is further increased it is at some cost to the natural environment.

3.6.2 Positive Environmental Impacts

There are many positive environmental impacts of tourism particularly at the destination places. Important among them are:

- Since large numbers of tourists are arriving and income is generated from the tourists, more and more environmental consciousness is expected.
- Sometimes, foreign, tourists give a good idea about minimising stress on enviroment and promote sustainable tourism.
- Fund raised is used to create more resources and beautification of the area.
- Cleanliness drive is taken up to attract more and more tourists.
- Greater environmental protective measures are adopted.
- Ecological balance maintenance becomes an important objective to preserve the ecosystem.
- Commercialisation of various activities is there but defensive steps are adopted to avoid the ill-effects.
- Various research activities/ projects are taken up to study the side effects of tourism on the environment. These studies are beneficial in understanding the social problems. The findings and recommendations of these studies are implemented. It helps in protecting and maintaining the right environmental/ ecological balance.



- The local people are also made aware about the importance of the environment/ surroundings. They also cooperate in maintaining the equilibrium.
- More and more efforts are taken up to clean the streets, roads, lakes, beaches, mountain slopes etc. This makes the area neat and tidy.
- Monuments, historical places, excavated sites, museums etc. are protected by taking appropriate measures. They are maintained regularly and kept tidy.
- Public parks, gardens, road side greenery, sculptured landscapes, herbs of medicinal uses gardens, nurseries of plants etc. are developed and maintained.
- Abandoned and neglected, degraded unusable land is put under parks and made attractive.
- Private and public buildings are renovated. The area looks very beautiful. It soothes our eyes. It is good for the tourists as well as for the local people.

ACTIVITY 3.4

Identify any tourist spot in your district. Try to find out how its condition is changing due to tourists arrival.

3.7 TACKLING THE NEGATIVE IMPACTS

Tackling the negative impacts of tourism is one of the serious challenges facing the tourism industry today. As mentioned above, it has four broader impacts – economic, socio-cultural, political, and environmental. In fact, there are three tridents of tourism sustainability. They are economic, environmental, and societal. Societal sustainability may further be divided into two – social and cultural. Therefore, we can say that there are four pillars of sustainable tourism. The sustainability of tourism refers to ensuring the continuance, protection, and the development of regional and local features/ resources which are an asset for tourism for all times to come. In other words, tourism is developed and maintained in any specific area/ surrounding in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment.

The main purpose of sustainable tourism is to maintain the everlasting guarantee of sustainability. For this, one would have to consider the economic, socio-cultural and environmental factors and measures to maintain proper/ appropriate equilibrium. The cleanliness, tidiness and the beauty of the area/ region is equally important to attract the tourists. Hence, striking a suitable balance between the economic, socio-cultural and environmental factors is the foremost concern for sustainable tourism.

Notes

Every area/ region has its own capacity to provide facilities to the tourists. Once, the number of tourists are within the limit for which the resources are available, it is good. But when the limit is crossed beyond capacity the condition begins to worsen. A proper and respectable treatment is not possible to provide to all the tourists. A chaotic condition is created. So, the limit upto which it is well maintained is known as the tourist carrying capacity of the area/ region. The United Nation World Tourism Organisation (UNWTO) has defined it as the maximum number of people that may visit a tourist destination at the same time, without causing the deterioration of the physical, economic, and socio-cultural environment and the quality of life. Therefore, striking a balance is the need of the hour for sustaining tourism; otherwise the very concept of *Atithi Devo Bhawah* will be completely denounced.

A new tourism policy was announced by the Government of India to boost the tourist sector in the country. This policy is based on 7-S Mantras. They are:

Sr. No.	7-S Mantras (Hindi)	English
1.	Swagat	Welcome
2.	Soochanaa	Information
3.	Suvidha	Facilitation
4.	Suraksha	Security
5.	Sahyog	Cooperation
6.	Sanrachnaa	Infrastructure
7.	Safai	Cleanliness

The above policy of tourism promotion is appreciable but a proper balance among various factors is equally important to maintain and sustain tourism for all times to come.

INTEXT QUESTIONS 3.5

1. Explain the meaning of environment.
2. List any three negative environmental impacts of tourism.

WHAT YOU HAVE LEARNT

- Tourism is impacting the areas visited by tourists. Tourism provides a very good opportunity to learn about different areas when tourists visit them and write their experiences about them.

- Its can be grouped into four broader groups :
  (i) Economic impacts
  (ii) Socio-cultural impacts
  (iii) Political impacts
  (iv) Environmental impacts
- The four groups of impact are further divided into two positive and negative impacts. In another words, all four groups mentioned above have some positive as well as negative impacts.
- Tourism is providing of livelihood to a large number of people all over the globe. It is reducing the unemployment.
- It is leading to both positive and negative impacts.
- Large number of tourists and their interaction with local people gives an opportunity to know the socio-cultural conditions of a place. This is a positive impact, but socio-cultural conflicts can be negative.
- Political decisions taken by the government or the political stability or instability determine the growth and development of tourism.
- Environment is equally important for tourism. Every environment/surrounding has its own level of tourist carrying capacity. If the tourist inflow is greater than the carrying capacity, the environment gets degraded.
- To sum up, a proper balance is needed to reap the sweet fruit of tourism otherwise the end product would be a bitter one.

TERMINAL EXERCISE

1. Describe positive and negative impacts of tourism by giving at least three points for each.
2. Explain the socio-cultural impacts of tourism.
3. How does political stability or instability affect tourism?
4. "Environment is under great strain due to increasing tourism" Explain the statement with examples.

ANSWER TO INTEXT QUESTIONS

3.1

1. Interaction of tourists with local/destination land and people affects both positively as well as negatively.

2. There are four impacts of tourists: – Economic, Socio-cultural, Political and Environmental.

3.2

1. Economy of the destination area is affected both positively and negatively. It provides employment opportunities infrastructure development, increase in casual labour benefits goes to the higher section and lower section is neglected.
2. Please refer to section 3.3.1 and 3.3.2.

3.3

1. Culture is the common practice of the society which includes manners, morals, beliefs, behavior, values and norms.
2. Please refer to section 3.4.1.
3. Violation and breaking of local norms and customs by foreign/outside tourists leads to annoyance of the local people.

3.4

1. Government is the active player in developing infrastructure as well as for providing stability in the country. Tourism is affected accordingly.
2. Please refer section 3.5.1 and 3.5.2.

3.5

1. Environment is the total surroundings or conditions in which a person animal or plant lives and interacts.
2. Please refer is section 3.6.1.

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4

FUNDAMENTALS OF TRAVEL AND TOURISM GEOGRAPHY

Tourism involves the action of travel. But all travel is not tourism. A person may travel due to a wide variety of reasons, of which tourism may be one. Many travelers may be motivated to become tourists if they are convinced by information about the importance of the place and its natural beauty. Hence a study of the geographical aspects which enhances and increases the possibility of tourists travelling to these destinations is important. If a traveler is equipped with proper information about the attractions of the these places, they turn into tourists. Generally, the term travel and tourism both are used interchangeably and sometimes as synonyms. But the term tourism has a larger perspective. It encompasses bigger meaning and concept than travel. Travel, implies undertaking journeys from one place to another for any purpose including journey to work place. Tourism refers to activities assumed for purpose of leisure, recreation, enjoyment, rejuvenation or parting with the hectic work schedules. In this lesson, we shall study about the fundamentals of tourism geography.

OBJECTIVES

After studying this lesson, you will be able to:

- describe the significance of geography in travel and tourism;
- locate a place on the map with the help of latitude and longitude lines;
- calculate the time-lag between two places at different longitudes;
- explain the effect of crossing International Date Line on time maintained in the watches;

Notes

- follow the steps to calculate the standard time of any place and
- understand the presentation of information given in different charts.

4.1 SIGNIFICANCE OF GEOGRAPHY IN ENHANCING TRAVEL AND TOURISM

Geography interprets the surface of the earth in terms of every phenomena existing at a particular point of time as well as in chronological perspective. Hence, geography portrays the surface through maps, diagrams, photograph and charts in visual form in addition to the written descriptions. Tourism on the other hand involves aspects like transport, travel distance, time-lag between origin and destination, stay and food facility, means of travel at local level, site and location. The prevailing environmental situation besides other information for tourist's interests can very well be explained through a geographical analysis

Geography plays a very significant role in travel and tourism. Some of the ways are as follows:

It helps us:

- to locate a specific area on the globe/map
- to find out the geographical time-lag between source and destination,
- to set the time of the clock in global perspective,
- to illustrate factual data through maps and charts,
- to understand different types of maps,
- to read maps with comprehension,
- to understand different types of charts,
- to study other useful maps and charts pertaining to tourists.

4.2 LOCATION ON THE GLOBE/MAP

We all know that the globe is a three-dimensional object, a replica of our earth. The earth is almost round in shape and is a member of our solar system. When we prepare a map, it may show the entire earth or a part of it. Since earth's surface is a curve, it is not very easy to represent the curved surface on a flat piece of paper. So, to represent it, we take the help of geographical coordinates. This is done by showing latitude and longitude of the respective area. With the help of these two coordinates, any point can be located with precision. It is just like a graph paper on which by assuming 'X' and 'Y' coordinates, we plot any value.

Latitude

Latitude of any place is an angular distance measured at the center of the earth from the equatorial plane either to the north or south direction (figure 4.1). The main characteristics of a latitude are:

- It ranges from 0° equator to 90° North Pole in northern hemisphere and 0° equator to 90° South Pole in the southern hemisphere.
- All the latitudes are imaginary lines drawn on the globe running in east-west direction and are parallel to the equator.
- All the latitudinal lines are complete circles.
- Since, all of them run parallel to one another, they are also known as parallels.
- As the values of the parallels keep increasing pole-ward their circumferences keep on decreasing.
- Equator passes through the center of the two poles North and South of the earth.
- Equator is the only latitude whose plane passes from the center of the earth. Hence, it is known as great circle.
- If you travel along the equator, it will represent shortest distance falling on the equator.
- The distance travelled along other latitude is not the smallest distance.

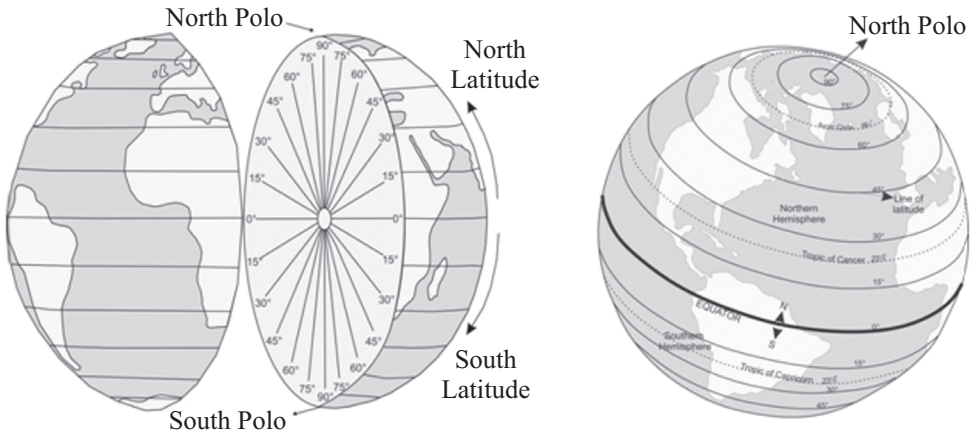


Figure 4.1: Latitude

Longitude

Longitude of any place is the angular distance measured along the axis of the earth between the prime meridian plane and the plane of the parallel of the place of which the longitude is sought (figure 4.2). The main characteristics of

longitude are:

- It is an imaginary line which runs from North Pole to South Pole.
- The line passing through 0° to the prime meridian. It passes through Greenwich near London.
- It is distance in degree east or west of the prime meridian.
- Point west of prime meridian are numbered from 0° to 180° west longitude (W).
- Points east of the prime meridian are numbered from 0° to 180° east longitude (E).
- Lines of longitude are not parallel; they are large semicircles that extend vertically from pole to pole.
- The prime meridian divides the earth into two hemispheres – The part to the east of prime meridian is the eastern hemisphere and the part lying to the west is the western hemisphere.
- All lines of longitude cut lines of latitude at 90° (right angles)
- The inter longitude space decreases towards the pole.
- All lines of longitude when seen from one side are half circles. But when other half is combined, it becomes a full circle.

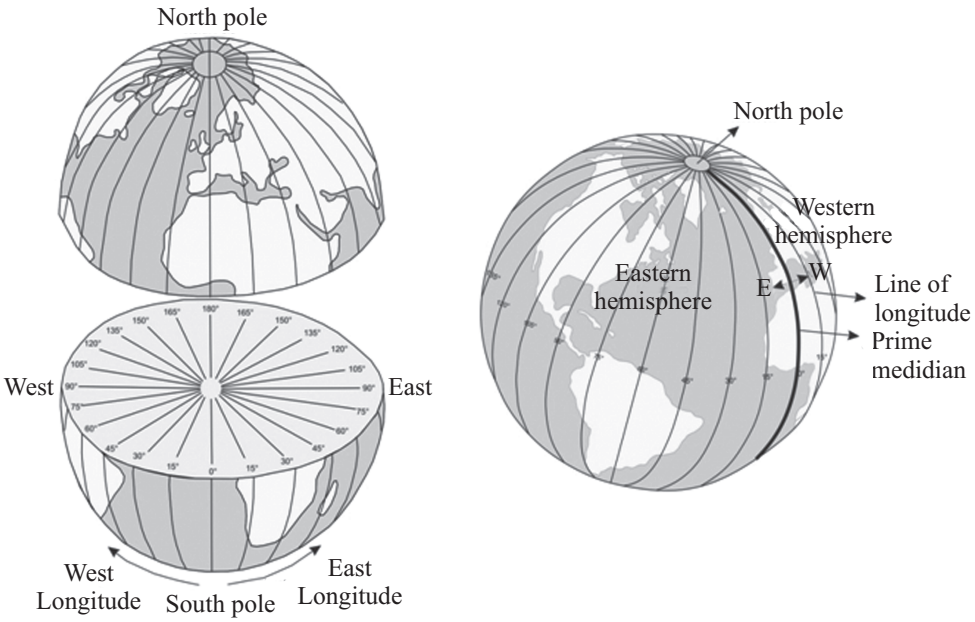
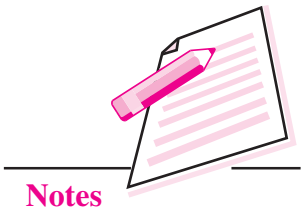


Figure 4.2: Longitude

Latitude, Longitude and Hemisphere

The figure no. 4.3 shows the lines of both latitudes and longitudes:



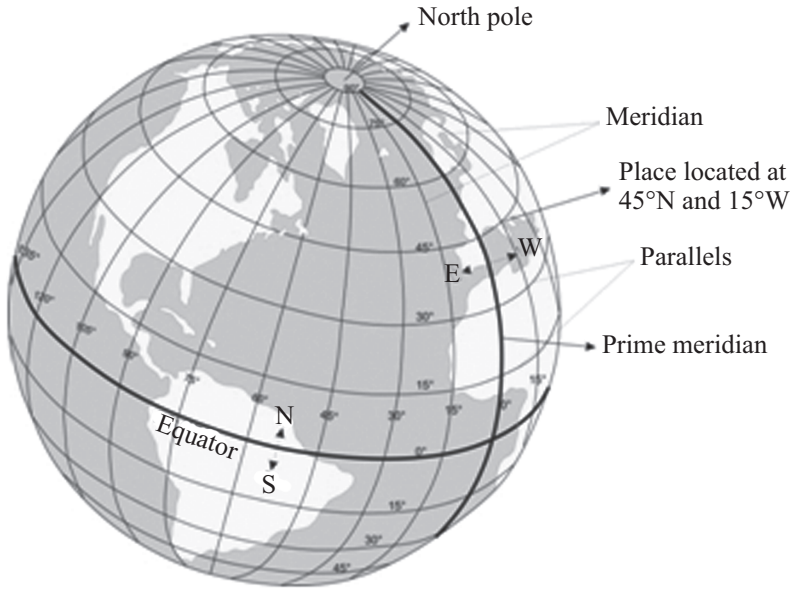


Figure 4.3: Hemisphere

As mentioned earlier, the equator passes through the middle of the two Poles – North and South. From equator to the North Pole, the area is called the northern hemisphere. In the same way, from equator to the South Pole, the area is called the southern hemisphere. The prime meridian of 0° and 180° are opposite to each other. Combining together, they form a complete circle. From 0° to180° through east is eastern hemisphere and from 0° to180° through west is western hemisphere (Fig. 4.4).

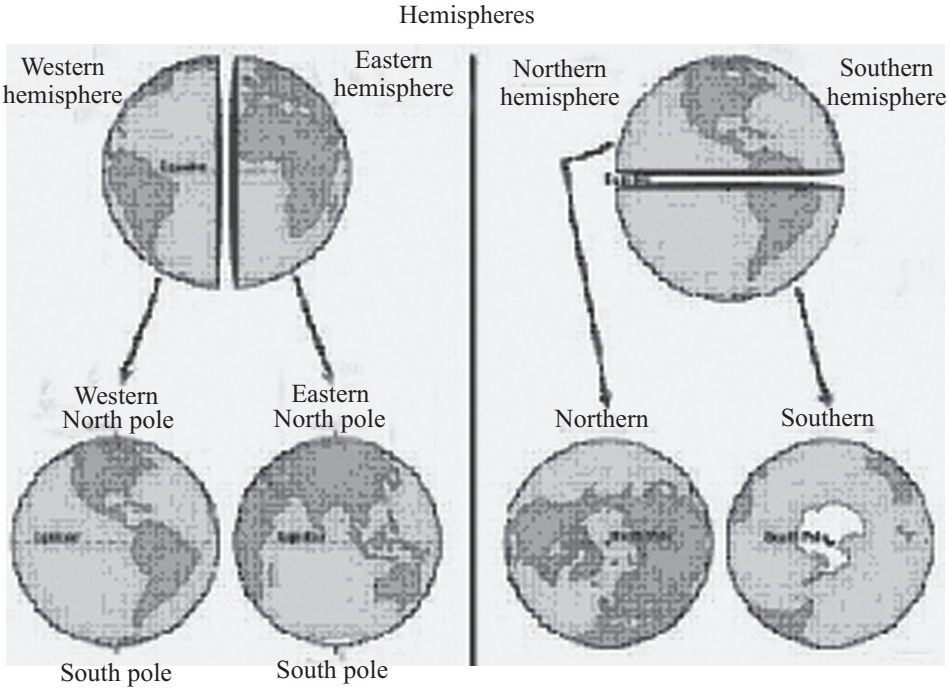
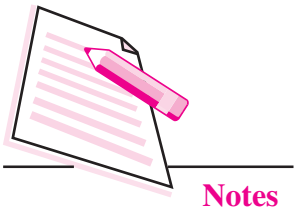


Figure 4.4: Division of hemisphere



Notes

INTEXT QUESTIONS 4.1

(A) Fill in the blanks

(i) …… is the only latitude whose plane passes from the centre of the earth.

(ii) Equator divides the earth into two …… .

(iii) 0° degree longitude passes through the …… near London.

(iv) India lies in …… hemisphere.

(B) Answer the following questions in brief:

1. Describe the role of geography in travel and tourism.
2. What is meant by latitude and longitude?
3. Why should travelers have basic knowledge of latitude and longitude?

4.3 GEOGRAPHICAL TIME-LAG

We all know that the earth is rotating on its axis in twenty-four hours. The rotation of the earth is a complete circle. A complete circle has 360° which is covered in twenty-four hours. If the angle of 360° is divided by 24 hours, the result would be that one hour is covered by 15°. One hour is equal to 60 minutes which means that the earth rotates by 1° in four minutes. This is an apparent position of the earth surface in relation to the sun. The actual time of a particular place is determined by the position of the sun. When the sun is exactly over the head, it is considered to be noon and accordingly the time is distributed in next twenty-four hours. The adjustment of the time in our clock in this way gives an idea of local time of the place.

The longitudinal extent of any country is not very small and hence, no country follows the local time of any place to be a representative time of the country. To avoid different timings in a single country, a standard time of the country is computed/ determined by considering the central meridian as the representative standard time. For example, the longitudinal extent of India is from 68° to 97° East longitudes. The central meridian for India is 82° 30' East longitude (Naini Allahabad). If it is multiplied by 4 minutes, it would be 330 minutes which is equal to 5 hours and 30 minutes. The numbering of 82° 30' East longitude is from the prime meridian (0°) which is passing from the Greenwich, near London. Hence, the time is 5 hours and 30 minutes forward to the Greenwich time because it is towards east of Greenwich. The local time difference between the easternmost and the westernmost points is approximately two hours. When

people of Arunachal Pradesh are taking breakfast to leave for their offices, the people of Gujarat are just waking up. Still the time for whole of the country is considered to be the same everywhere. This is done to avoid the problems of dual/multi timings.

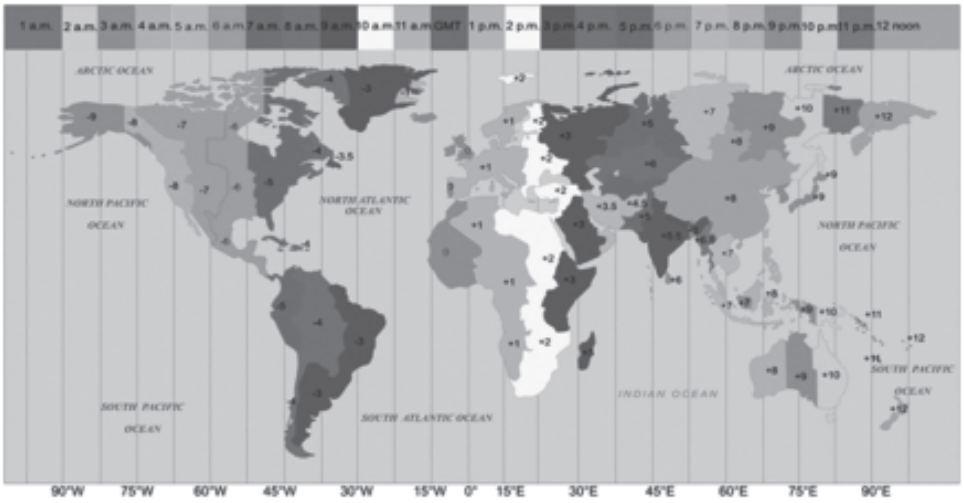

1 a.m. 2 a.m. 3 a.m. 4 a.m. 5 a.m. 6 a.m. 7 a.m. 8 a.m. 9 a.m. 10 a.m. 11 a.m. GMT 1 p.m. 2 p.m. 3 p.m. 4 p.m. 5 p.m. 6 p.m. 7 p.m. 8 p.m. 9 p.m. 10 p.m. 11 p.m. 12 noon
ARCTIC OCEAN
NORTH PACIFIC OCEAN
NORTH ATLANTIC OCEAN
INDIAN OCEAN
SOUTH PACIFIC OCEAN
SOUTH ATLANTIC OCEAN
90°W 75°W 60°W 45°W 30°W 15°W 0° 15°E 30°E 45°E 60°E 75°E 90°E

Figure 4.5: Time Lag

Some countries are very big in their longitudinal extent. Such countries have many time zones as one time zone does not serve the purpose. Australia has three time zones, the mainland of USA has four, Canada has six and Russia has nine time zones. The well accepted time zones of the world are shown on the figure 4.5. An international tourist visiting any country has to adjust the time of their watch as per the destination. Hence, information about the time is very important as it helps to understand the location of the visited place in relation to their own country. It also helps in understanding the time-lag. The human body needs acclimatisation in terms of the climate as well as the problem of time arising out of the longitudinal distance travelling. It determines the sleep disorder as tourists need to adjust their biological clocks. This problem arises more with east-west departure.

4.4 INTERNATIONAL DATE LINE

The International Date Line (IDL) is an imaginary line on the surface of the earth that runs from North Pole to South Pole and separates one calendar day from one side to another. Figure 4.6 shows that International Date Line follows the meridian of 180° longitude, roughly down the middle of the Pacific Ocean. To avoid passing through the International Date Line from a single nation the line deviated around the Far East of Russia and then around various Island groups in the Pacific Ocean. These various deviations (East or West) generally accommodate the Political and/or Economic affiliations of the affected areas. A tourist crossing the International Date Line eastbound reduces one day or

24 hours so that the calendar date to the west of the line is repeated. A tourist crossing the IDL westbound adds 24 hours or one calendar day. The International Date Line is necessary to calculate date and time correctly.

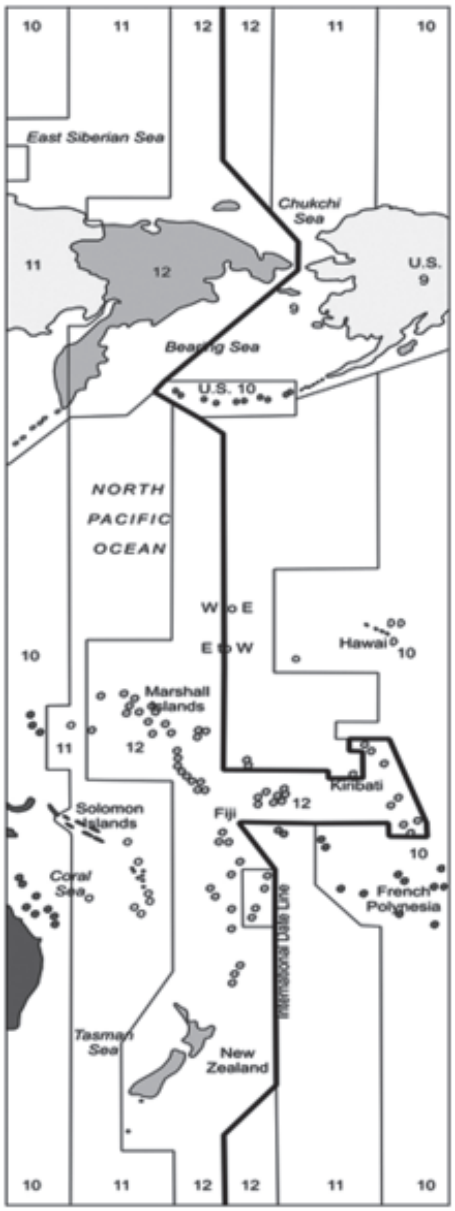


Figure 4.6: International date line

4.5 DETERMINING TIME ON THE GLOBE

As mentioned above, the spinning of earth along every longitude of the earth takes four minutes to come in front of the sun. If the globe is kept in front of you and you are looking at the globe, the spinning direction of the earth on its axis is anti clock-wise. The sun is supposed to be stationed in the east

direction. The surface of the earth is changing due to its rotation. The western part of the globe moves eastward (sunward). Therefore, the places nearer east come first in front of the sun and those to be west come later. Due to this, the place lying towards east has advance time in comparison to the place lying towards west. East or west is again decided by the values of the longitudes. The place/ country lying in the east has advance time. The advancement of the time is determined by the east-west expansion. Our country's local time is decided by the longitude and time on this central meridian is known as the Indian Standard Time (IST) which is 82°30' East from the Greenwich. Hence, the time in India is 5 hours and 30 minutes in advance as compared to the Greenwich time.

4.5.1 Steps to Calculate the Time

The following steps should be followed:

- Determine the longitude of both the places between which you are trying to find out the time.
- Calculate the difference between the longitudes in degrees.
- If both the places are in the same hemisphere (east or west), the difference is found by subtracting the smaller value from the bigger one.
- If both the places lie in different hemisphere, the figures are to be added to get the difference.
- After getting the difference, multiply the value by four, because earth takes four minutes to rotate one degree of longitude.
- The value thus arrived would be in minutes.
- Divide this value by 60 to convert into hours, because one hour is equal to 60 minutes.
- The time difference you get the difference would be between those two places.
- If the time of reference is to be taken from west to east, then that much time should be added to get the time of eastern place, because east time is forward in comparison to west.
- If the time of reference is from east to west, then that much time would have to be deducted to get the time in the western place, because west time is behind the time in East.

Let us study some examples: place "A" is at 45° East longitude where the time is 8 am. Another place "B" is at 120° East longitude. What would be the time at place "B"?

SOLUTION: difference between the two longitudes (120° – 45°) is 75°.

75 × 4 minutes = 300 minutes

300 minutes ÷ 60 minutes = 5 hours.

Since, the reference is from "A" (west) to "B" (east), the time at "B" would be more then the time at "A" by 5 hours. Hence, the time at "B" is (8+5 = 13 hours) 1 pm.

Let us take another example: the longitude of place "P" is at 45° East longitude where the time is 8 am. Another place "Q" is at 120° West longitude. What would be the time at place "Q"?

SOLUTION: difference between the longitudes (120° + 45°) is 165°.

165 × 4 minutes = 660 minutes

660 minutes ÷ 60 minutes = 11 hours.

Since, the reference is from "P" (east) to "Q" (west), the time of "Q"

would be less than the time of "P" by 11 hours. Hence, the time at "Q" is (8 am-11 hours)

24 (previous date) + 8 hours = 32 hours-11 hours = 21 hours, i.e.,

9 pm of the previous date if the date at place "P" is February 01, 2013. The time at "Q" would be 9 pm of January 31, 2013 (previous date in comparison to the date of place "P").

ACTIVITY 4.1

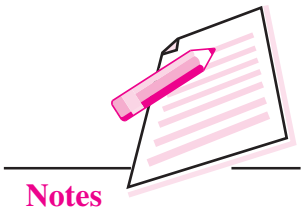
Make a telephonic call to your friend or relative who lives in a different country. Ask the local time of his city and calculate the time difference between his/ her and your city. Also calculate the longitude difference and comply with time difference between these two cities.

INTEXT QUESTIONS 4.2

1. Define international date line

2. How much is the time difference between Allahabad and London?

3. What is the effect of crossing international date line?



Notes

4.6 COMMUNICATING THROUGH MAPS AND CHARTS

Illustration of information through maps and charts is one of the techniques used in geography. They help a lot to represent many things very clearly and help in making the information more understandable. If a person has visited any particular area with keeping the mind open to visualise the space, he/she could explain it well what he/she has already seen at the time of visit. But if the events are illustrated through maps, it could be understandable even for a person who has not visited the area.

Map is of great importance because:

- it brings a large area/surface of the earth more comprehendible by plotting various items of the surface,
- visualisation through map for a bigger area is easily understandable,
- spatial differentiation and pattern of distribution can easily be understood than expressing it in words,
- map is a well-organised and substantiated form of storing spatial information and
- map speaks louder and appropriately than words.

4.6.1 Types of Maps

There are many types of maps depending upon the use and information they provide. But for the convenience they may be put into two major categories:

(i) General Reference Map, and

(ii) Special or Thematic Map

4.6.2 General Reference Map

A General reference map gives general information about any spatial unit like world, continents, countries, districts, cities, rivers, mountains, plateaus, plains, oceans etc. These types of maps are available in books or Atlases generally used by students. Therefore, an Atlas is the collection of various types of maps which provides information about common features of concerned aspects of those areas.

4.6.3 Special or Thematic Map

Special or thematic map give thematic information such as climate, vegetation, rainfall, temperature, distribution of crops, minerals, industries, roads, railways, air routes, wind direction and circulation, cyclones etc. These maps can further be divided into sub-parts depending upon the specific requirements of a person. Some of the important maps are discussed below:

POLITICAL MAP: Political map represents the area of a particular continent/ country/state or any unit of political administration. Many colours are used to differentiate one political unit from another. But there is no special significance of any colour assigned to any political unit. If you see the political map of India (figure 4.7) or any political map in an Atlas you will see that it shows international, state, coastal boundaries and also rivers, lakes, seas, important roads, railways, state capitals, important cities, and ports, including major industrial and commercial centers. This type of map helps the tourists by providing the information about the location of the tourist places and the country. It also gives details about the mode of travel from one place to another as well as the approximate distances they need to travel. It is helpful for travelling tourists and people flying to different countries.

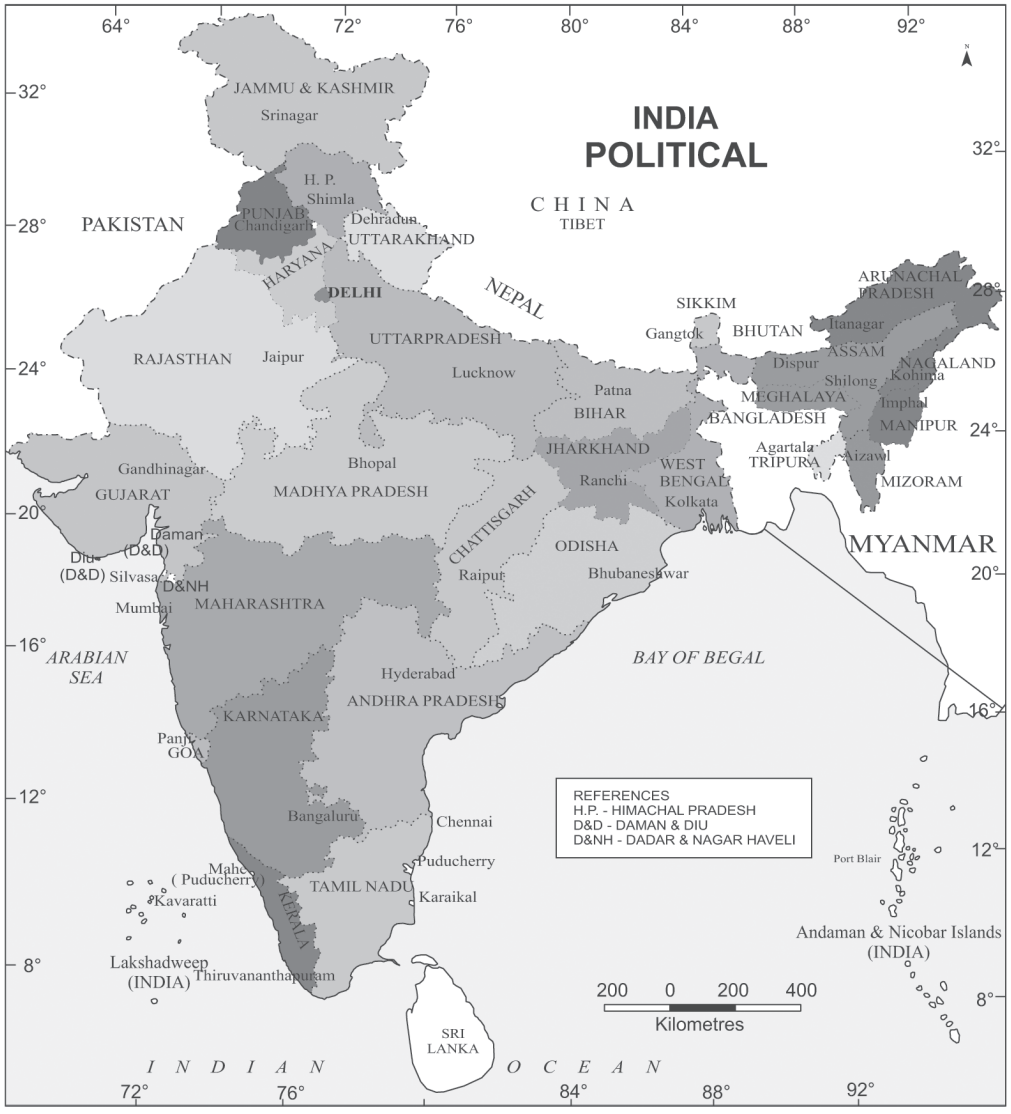


Figure 4.7: Political Map of India

PHYSICAL MAP: Physical map represents the physical features/height of an area. Many colours are used in this type of map. The colours are in shaded form. Generally darker shade represents higher elevation and the lighter shade as the lower altitude. Different types of altitudinal variations like mountain ranges, hills, hot and cold deserts, plateaus or plains are featured. Apart from these; rivers, waterfall, lakes, forested areas, swamps, waterlogged areas etc. are also shown (figure 4.8). This type of map helps the tourists to know the physical characteristic of the places they intend visiting and prepare themselves to face the effects of elevation by considering the temperature conditions. The climatic condition of plains is completely different from that of mountains. Visit to both the places can be planned in different seasons. Hence, the knowledge of the physical map, its reading and understanding is quite essential for the tourists.

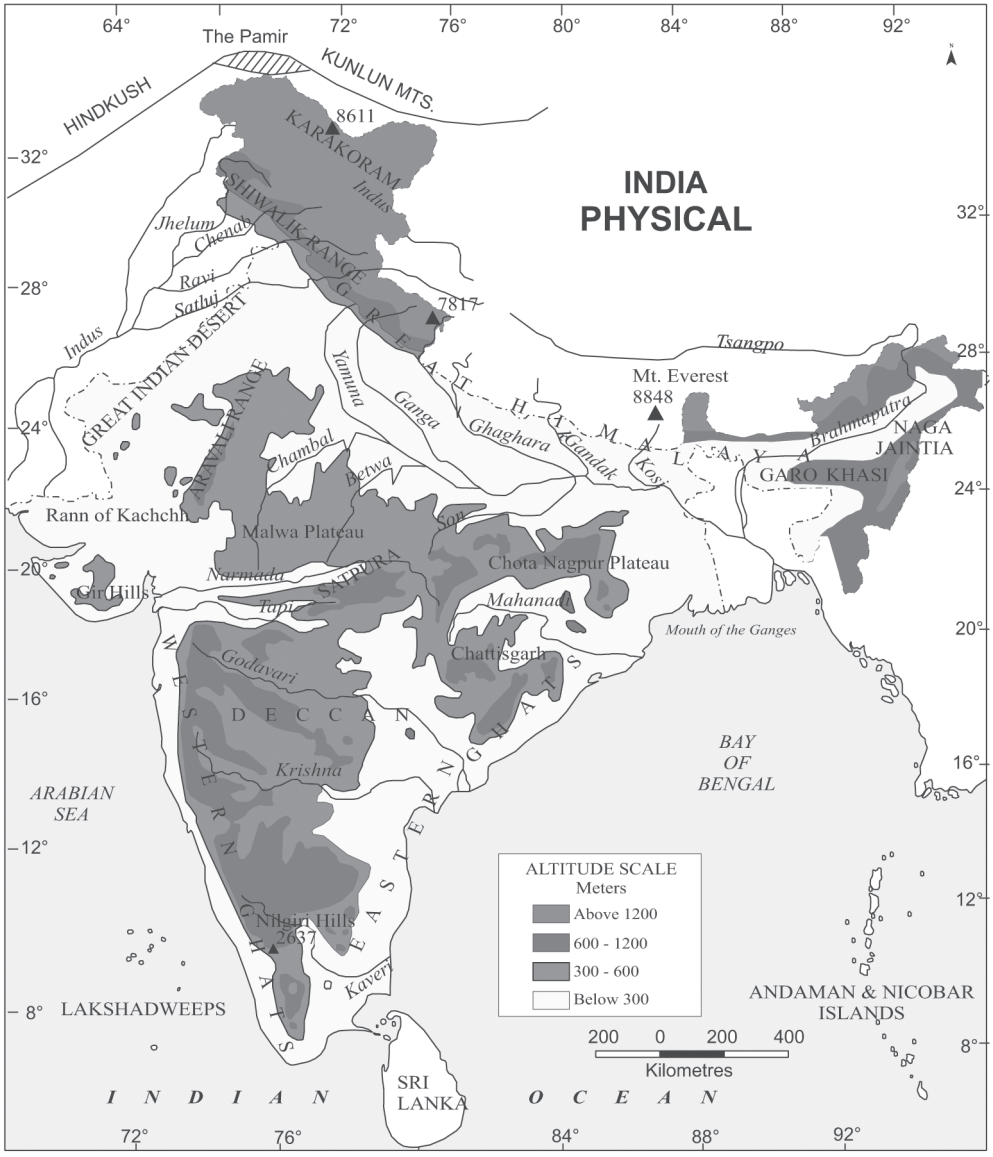


Figure 4.8: Physical Map of India

ROAD MAP: Road map represents the roads found in any particular area with the information of motorability in different seasons. This road map also shows the availability of petrol pumps, boarding and lodging facilities and places of public assistances. Different type of roads like National Highways, State Highways, District Highways, and Village Roads are highlighted in different ways. Among these roads, National Highways and State Highways are very important because of the services they provide to the smooth movement of people and goods in general and tourists in particular.

The roads are important for the domestic tourists because they travel by roads to different destinations. The higher order of roads provides good facilities and services to the user. Tourists are also interested in knowing the distances to be travelled by them. For this, the distance matrix table (Fig. 4.9) becomes very important for them to decide their journey and planning their time.

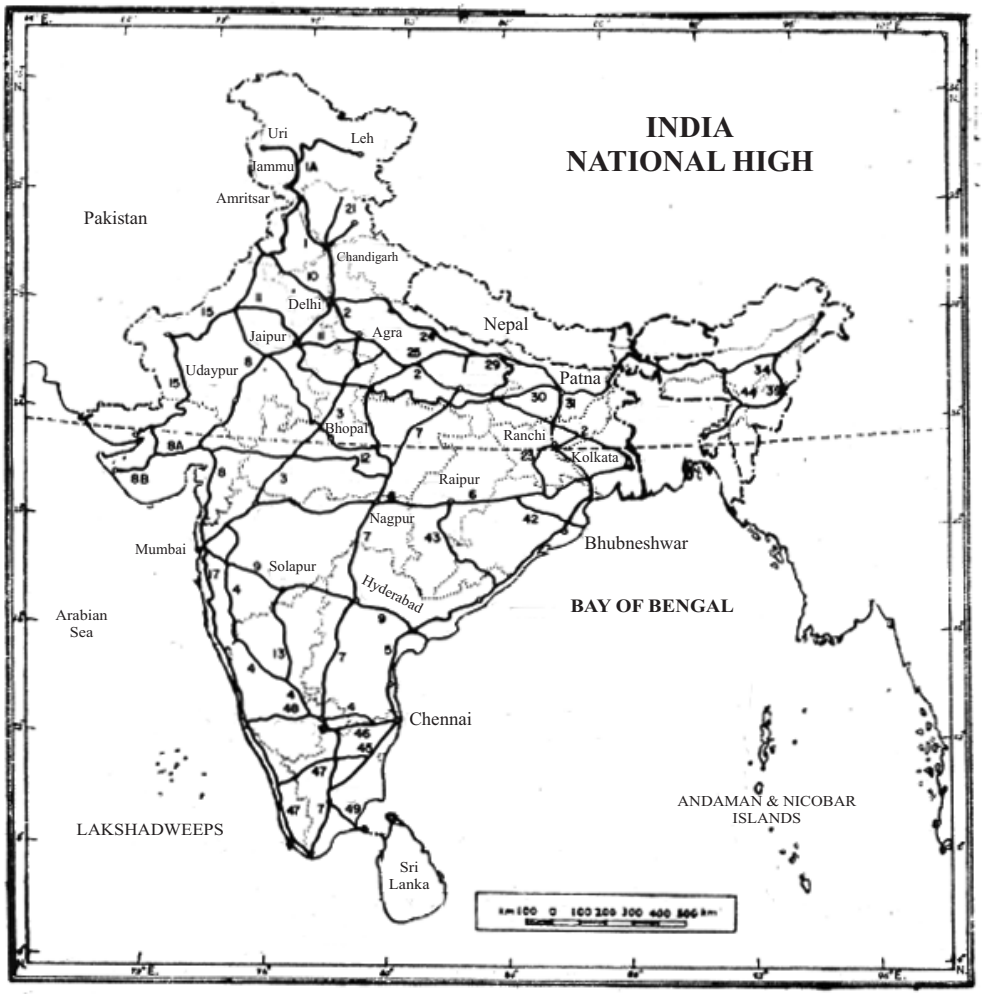
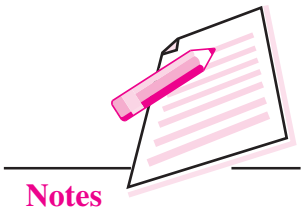


Figure 4.9: National highway



RAILWAY MAP: Railway map (Fig. 4.10) gives the information about the railway network in a country or even the connectivity with the adjoining country in a contiguous manner. This type of map provides information about:

- nature of gauge of the railway track in a certain section,
- route length of such a gauge section,
- types of engines in operation like electrified or diesel operated,
- nature and type of tracks on different sections like single, double, under gauge conversion or under construction.

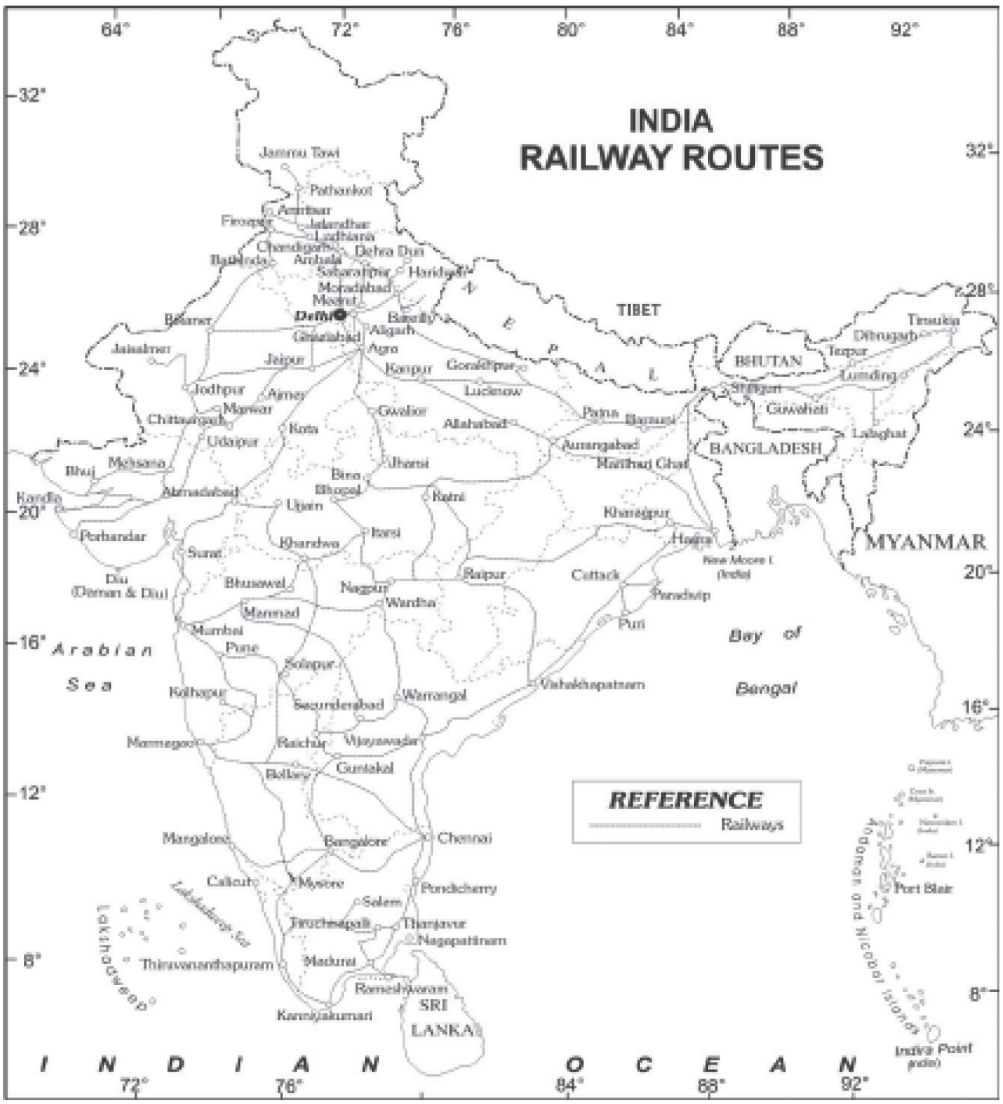


Figure 4.10: Railway Map

The railway map helps tourists in planning their journey to their destinations just by looking at the map. It is helpful in providing information about the connectivity and availability of trains to their destination places. Sometimes, it happens that the tourist center is not directly linked by railway. In that case, tourists prefer to cover the larger distance by train and get the connectivity by road to reach the destination. For example, tourists coming from Mumbai and going to Jammu and Kashmir Valley may decide to go by train till Jammu and then by bus to reach the Valley.

AIR ROUTE MAP: Air route map shows the major and minor national and international airports, air routes under operation with available connectivity among them. Air network map is very helpful for tourists to get the informations about shorter air routes for their distination.

TOURIST MAP: Tourist map is definitely very important for the tourists as it is related to their requirements and needs. This type of map is prepared keeping

Figure 4.11: Tourist map

in mind destinations of tourist interest like places of scenic beauty, hill stations, monuments, religious places, beaches, wildlife sanctuaries, parks, places of historical importance, cultural sites, trekking routes and mountaineering, and many more. This map also depicts other features like location of places with reference to rivers, lakes, oceans, mountains, hills, forests etc. Though this information could be put into many maps but generally they are synthesised into a single map for the tourists so that they could get the composite picture of places where they are visiting. The tourist maps are prepared from national to local level such as map of India, Delhi, Agra or Mumbai. Figure 4.11 represents location of different tourist centres in India. Tourist information center of any state provides tourist map in details.

TREKKING ROUTE MAP: Trekking route map shows the tracks in the mountainous areas along which the trekking is possible. Some tourists who like adventure in nature are interested in trekking and for them this type of map is of great help. On this map trekking path, height at different locations, camp pitching ground, along with river and mountain system are also shown (figure 4.12).

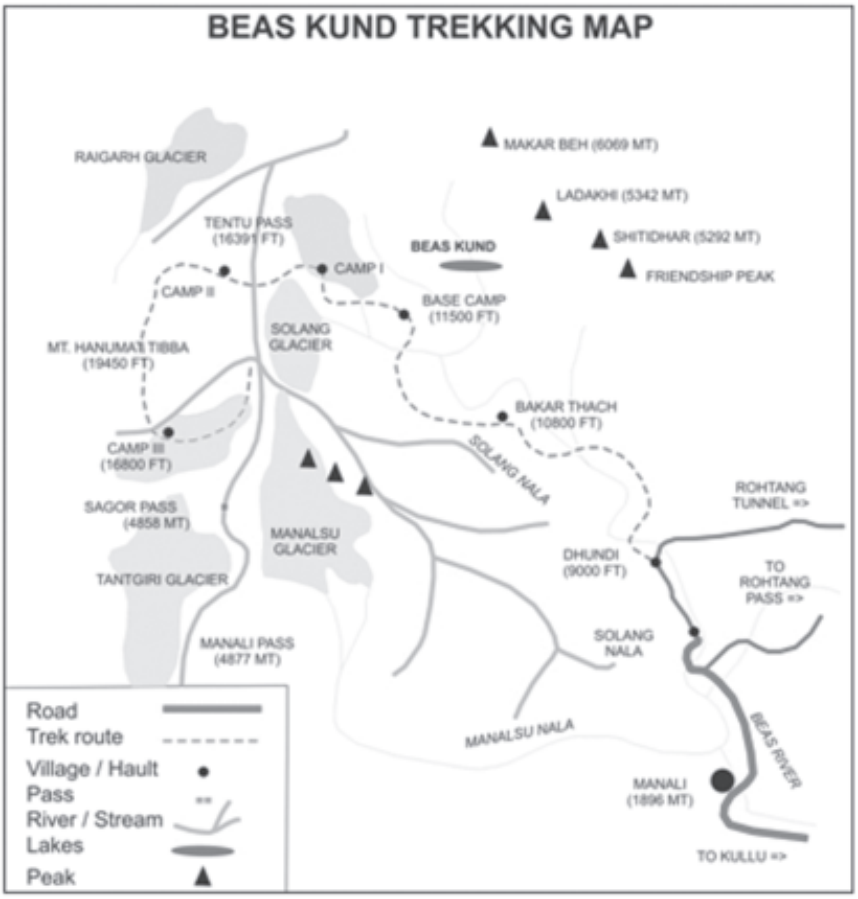
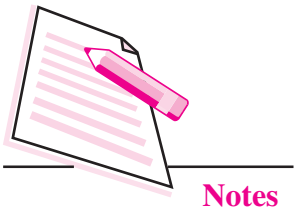


Figure 4.12: Trekking route map



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ACTIVITY 4.2

You want to visit "Dal Lake" of Kashmir from Delhi. Take a map and collect all relevant and required information like location, surface and air route connectivity, distance etc.

4.6.4 How to Read a Map

Maps are very useful for the tourists. They can understand the location of places of their visit well before they reach there. Tourists guide and books are there to cultivate the interest in tourists. Therefore, guide books sometimes act as the medium to motivate the tourists to go on tour. Maps provide every type of information like topography, climate, rainfall, drainage, distance, routes, suitable days to visit the area, and mach more. To understand the map well, one should be very particular about the latitudes and longitudes of the place for location. The scale given on the map is very much important to estimate the distance from one place to another. Similarly the direction is equally important to know the respective location of a place. This can be found by looking at the direction given on the map. If the direction is not given, the latitude and longitude line drawn on the map can help to know the direction. Various types of information are given on the map. Those could very easily be understood by reading the legend given at the bottom. Distribution of any phenomena should be seen by looking at the spatial pattern shown on a map.

4.6.5 Types of Charts

Numerical information can be easily understood by transforming it into a visual presentation. This makes the data easily graspable, comparable, and helps in arriving at conclusion. Some of the important methods used to represent the data are **bar charts, pie charts, line charts, scatter diagram, histogram and flow charts.**

BAR CHART: Bar is a rectangular shaped two dimensional representation of information. It is one of the most common ways to compare information simply by visualising the prepared bar. Bar chart is very effective when the numerical data are grouped into different categories. For example, if the number of tourists arriving at different tourist centers is available, the bars could be created for different centers by selecting the appropriate scale. After plotting the data, a comparative visualisation helps arrive at conclusion. Bars could be single or multiple and can be used on a map or on a separate sheet.

LINE CHART: Line chart is used to study the trend of any phenomena over a certain time period. Line chart connects individual numeric data points. This results into a simple, straightforward way to visualise a series of values over

a time period. For example, if the numbers of tourists arriving at a certain tourist center for different years are available; they could be plotted against various years. The final outcome of plotting will give a visual trend of an increase or decrease or an erratic variation of tourists over that time period.

PIE CHART: Pie chart represents the proportionate share of values constituted by different sectors. In this method, all the values are added together to represent 100% for which a circle is drawn. The same circle is divided into various sectors depending upon the items contained by those sectors. For example, if the tourists are divided into different groups on certain basis like religion, income group, source of their origin etc. and their numbers are available then a pie chart can easily be prepared to see sectoral strength of the number of tourists.

ACTIVITY 4.3

Get foreign tourist arrival data of last 10 years of tourists who visited your state. Represent the figures for each year on a bar chart.

INTEXT QUESTIONS 4.3

Answer the following questions in brief:

1. What are the two major categories of Maps?
2. Describe thematic maps
3. A foreign tourist intends to visit various tourist places in India. Which maps would you suggest to him for reference?
4. What are the features of a trekking Route Map?

WHAT YOU HAVE LEARNT

- Geography is a core and significant discipline and integral part of Travel and Tourism. It gives a lot of in depth understanding of a place. It contributes a lot in the growth and development of tourism industry.
- Tourism is a kind of travel with the purpose of leisure, recreation, enjoyment, rejuvenation or way of parting with the hectic work schedule.

- Travel and Tourism geography talks about the geographical aspects which increase the possibility of tourism. This discipline imparts various types of information to help the tourist which in turns promotes tourism.
- Latitude and Longitude lines help us to locate any place on the earth's surface. Besides this, we can also understand the climate and different time zones. Determining time on the globe is very essential for tourists.
- Our country's time is decided by the longitude that passes from the centre and bears the longitude value of 82° 30' East from the Greenwich. Hence, time of India is 5 hours 30 minutes advance in comparison to International Standard Time or the Greenwich time.
- Preparing and reading maps is very important area of Geography. Maps are broadly put into two major categories:

  (a) General Reference Map and

  (b) Special or Thematic Maps
- General reference maps provide information about any spatial unit like continents, countries, districts, cities, rivers, mountains, plateaus etc. But, special on thematic maps showing vegetation, rainfall, temperature, mineral, industry, roads, railways, air routes are useful for travellers.

TERMINAL EXERCISE

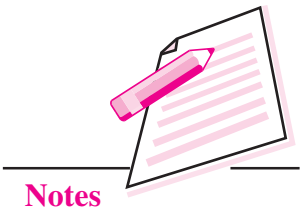
1. How does the understanding of Geography help promote tourism.
2. Distinguish between latitude and longitude.
3. What are special or thematic maps? Explain any four thematic maps?
4. Define international Date Line.
5. Explain geographical time lag.
6. Distinguish between Bar and Pie chart.

ANSWER TO INTEXT QUESTIONS

4.1 (A)

(i) Equator (ii) Hemispheres

(iii) Greenwich (iv) Northern



(B)

1. Tourism phenomena like travel distance transport, time-lag between origin and destination of tourism site and location, current environmental conditions can be understood by geographical analysis.
2. Latitude - An angular distance measured at the centre of the earth from equatorial plane, either to the north or south direction.

   Longitude - An angular distance measured along axis of the earth between the prime meridian plane and plane of the parallel of the place of which the longitude is sought.
3. – To locate any place on the earth surface.
   – Determining time on the globe requires understanding of longitude.
   – Understanding of latitude helps to know about the climate of any place on the earth's surface.

4.2

1. International Date Line is an imaginary line on the earth surface which runs from North to South Pole and separates one calendar day from either side.
2. Time difference between Delhi and London is 5 hours 30 minutes as there is total longitude difference of 82° 30' because London is on Prime Meridian (0°) and Allahabad's time is decided by 82° 30' East.
3. One day is added when a person is crossing International Date Line from east to west and when he or she is crossing from west to east then there is reduction of one day (24 hours).

4.3

1. (a) General Reference Map

   (b) Special or Thematic Map
2. Thematic maps give general information about climate, vegetation, rainfall, temperature, minerals, industries, roads, railways, air routes etc.
3. Tourist map and transport map of India.
4. Trekking route map shows the treks in mountainous areas along which trekking is possible. It indicates trekking path, height at different locations, camp pitching ground along with river and mountain system.

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5

TRANSPORT FOR TOURISM

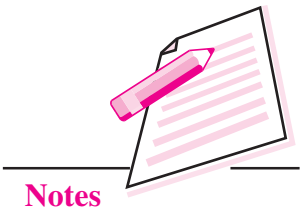
Transport is one of the essential components of tourism activities. The relationship between transport and tourism development is very important because it contributes significantly in the development of tourism. It overcomes the physical social and economic development of human beings. It overcomes the physical constraints of distance and meets the human needs for movement over the space. It provides a link between the origin and destination of tourism. The movement of human beings at national and international level is taking place because of various means of transport. Millions of tourists are being transported safely, quickly and comfortably to their destinations at a reasonable cost. In fact, transport and its associated infrastructure have facilitated human mobility on large scale.

In this lesson, we will study about transportation system and the inter relationship between transport and tourism, role of transport in tourism promotion and means of transportation in India.

OBJECTIVES

After studying this lesson, you will be able to:

- explain the meaning of transport and its various means;
- identify the linkages between transport and tourism;
- discuss the characteristics of tourist transportation;
- identify means of transportation engaged in tourism in India;
- discuss tourist transport operation and
- describe the role of transport in promoting tourism.



5.1 CONCEPT OF TRANSPORT

The term transport is derived from the Latin word *trans* meaning across a port. Thus, the movement of people or goods from one place to another by a means of transport is called transportation. Each tourist has to move from place to place and needs transportation for his or her movement. Transport helps people to move from tourist generating area to tourist destination area. In between, there is a transit route. There are different modes of transport like road transport, rail transport, water transport and air transport. In earlier times road transport was more popular than railways or waterways. For travellers, the states have taken keen interest and extended some important facilities on these land routes. To measure the distance from their destination point, *kosminars* were constructed (Fig. 5.1). Some of them still survive. Trees were planted on both sides and wells were dug to provide drinking water to travellers and protect them against heat and thirst. In addition *sarais* (accommodations) were constructed along the route.

Fig. 5.1: Kos Minar

Those days travellers generally travelled on foot. When emperor Jahangir (1605-1627 AD) noticed some walls measuring 2½ to 3 gaz long along the roads in Gujarat, he realised how handy they were to the porter who was tired and wanted to rest. He could easily place the luggage on the wall and left it again with ease

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and without any assistance form any one and proceeded to his destination. Jahangir liked the system so much that he ordered such walls to be constructed in all towns at government expense.

5.2 LINKAGES BETWEEN TRANSPORT AND TOURISM

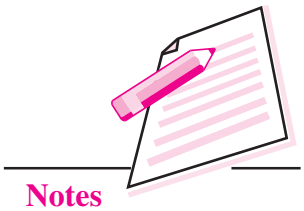
Tourism plays a key role in the socio-economic and cultural progress through creation of jobs, enterprise and infrastructure and revenue earnings. Tourism certainly requires an integrated development of basic infrastructural components, and transport is one of them. Transport occupies a key position in tourism sector and it is an important driver for socio-economic progress. It plays an important role as it would be impossible for tourists to visit many tourist sites without it. It provides an essential link between points of origin to its destination areas. It facilitates the movements of holiday makers, business travellers, people visiting friends and relatives and those undertaking educational and health tourism. Over the years, tourism has recorded significant growth in development and is one of the fastest growing economic sectors in the world. Due to new innovations in transport system, the growth and patterns of tourism are changing. We need today a safe, convenient and affordable mode of transport for travelling. In 2015, the United Nations World Tourist Organization (UNWTO) recorded a 4.4% growth and it reaching 1,184 million travellers. This huge number of tourist travelled because of transportation be it surface, air or water transport. In India, Planning Commission has identified tourism as the second largest sector in the country in providing employment opportunities. Most of the semi-skilled workers are engaged in supportive activities of tourism industry.

5.3 CHARACTERSTICS OF TOURIST TRANSPORTATION

A good system of transport plays an important role in sustaining economic growth and development of a country. Because of the fast moving life, people have less time and they want to visit more and more places in a shorter period. With the invention of a new efficient transport mode like aircraft, fast trains like the Shatabdi, Rajdhani and Duranto as well as good road like Expressway from Delhi to Agra, the tourism sector is being transformed into a new vista. Each and every mode of transport has its own characteristics with regard to travel and tourism. You will now read about the characteristic of these modes of transportations.

(A) Characteristics of Road Transportation

- Road transport provides basic accessibility in connecting various places and people. It also has a number of advantages like good flexibility, reliability,



speed, cheaper cost etc. It is accessible to a large number of people and is more efficient than other means of transport.

- It can take the tourist upto the final destination point.
- National and State Highways both are very important in the development of a fine network of roadways. Both flyovers and good conditions of road have helped to increase the travel and tourism activities across the world.
- Different types of road vehicles are used like car, taxi, coaches, buses and jeeps which can connect rail, air and water transportation to each other.

(B) Characteristics of Rail Transportation

Railway is the most suitable and cheap means of transport for long distance travelling. As compared to road transport, it is very cheap and comfortable for longer distances. A huge number of people can travel together from one part of country to another for the purpose of business, education, sight seeing, pilgrimage, visit to friends and relatives. There are various categories of coaches including General, Sleeper, A C Classes, A C Chair Car etc. The railway provides basic infrastructure for movement of tourists to nearly all parts of the country. In modern times, an interesting development is the advent of high-speed trains with various facilities like refreshment, berth, food, internet, and washroom etc. It has created a significant increase in travel and tourism sector.

(C) Characteristics of Water Transportation

- Travel by ship was the main means to travel overseas until the middle of 20th century? The earliest type of boat was the raft, made of grasses, logs and other light material. Now the quality of boats and ships has improved a lot and most of the discoveries of the world were made through water transport. This is evident as tourism through cruises is increasing day by day and has an excellent potential.
- Lakes, rivers, canals, Backwaters Sea are very important modes of water-based tourism all over the world.

(D) Characteristics of Air Transportation

- At the global level, air travel is the second most popular mode of transport after road. It is the fastest means of transport. One can reach the destination in hours covering the distance of thousands of kilometers. Air transportation has connected all nations of the world. It has transformed the whole world into a Global Village. This mode of transport is free from surface hindrances such as inaccessible mountains, dense forest, marshy land, flooded areas, hot and cold desert.

- High speed that saves time and providing luxurious journey are important characteristics of air transport. It is a convenient, comfortable and luxurious source of transport.

5.4 MEANS OF TRANSPORT IN INDIA

India is a vast country with amazing geographical diversity together with plurality in language, religion, culture and ethnicity from the mountains of the Himalaya in the north to the sea coasts in the south and from the Thar deserts in the west to the humid forests in the northeast. This diversity is accessible by a good and improved transport system. The means of transport in India comprises various modes such as road transport, railways, water transport and air transport. Each of these has its own significance in relation to travel and tourism. The choice of transport mode is influenced by the geography of the area, distance, time, comfort, safety, comparative fares, ranges of services offered etc. Railways and roads are the dominant mode of transport carrying more than 95 per cent of total traffic in the country although other modes such as coastal shipping and inland water transport also play an equally important role. Transport engaged in travel and tourism can be divided into following four categories:

(i) Road Transport

(ii) Rail Transport

(iii) Air Transport

(iv) Water Transport

(i) Road Transport

Road transport is a very important mode of transport for shorter distance. It connects the people and places of the country. It links a markets, cultural centers, religious places, historical sites, villages and towns with national mainstream.

(a) Highways

Highways and District roads are primarily used to connect major tourist centers in the country. Various modes of road like cars, taxis, coaches, buses, autorickshaws etc are used. National Highways (NHs) are principal roads connecting different state capitals to the main cities of country. NHs with a length of 70,934 km comprises only 2.0 percent of the road network but carry 40 per cent of the road-based traffic. There are 23 NHs in India varying in length. In recent times, many expressways and flyovers have come up in India making the road transport fast and efficient. The travel time and traffic jams have been

considerably reduced, which helps in promoting movement of people in general and tourism activities in particular. The first expressway built is between Mumbai and Pune. The Yamuna Expressway connects Delhi with the world-renowned site Taj Mahal in Agra. Flyovers built in urban areas reduce the pressure on intersections facilitating smooth run of traffic. Delhi is known as City of Flyovers, and has helped reduced pollution and travel time within Delhi.

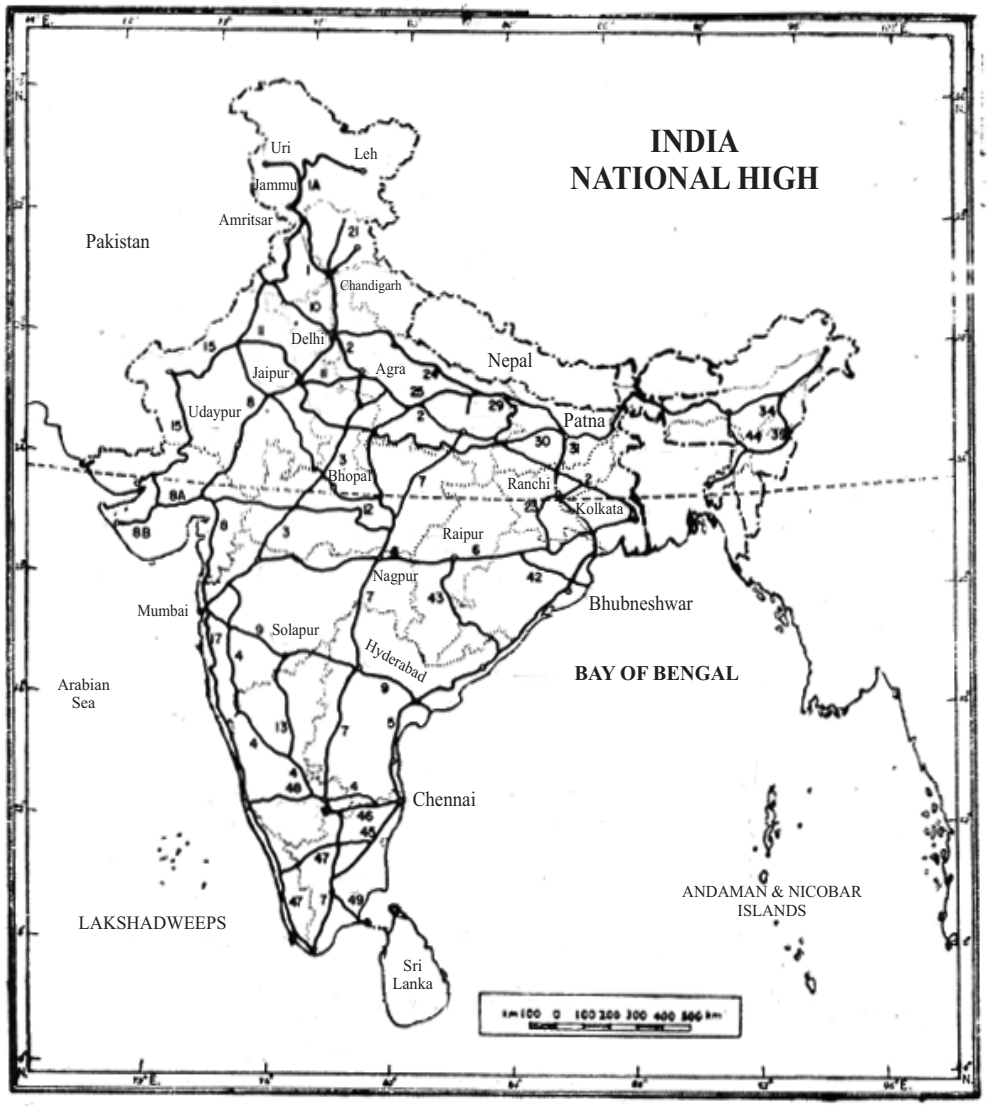


Fig. 5.2: Major Highways in India

(b) Super Highways

In India, Golden Quadrilateral connects four major cities of Delhi, Mumbai, Kolkata and Chennai. North-South and East-West corridors (7300 km) connect

the length and breadth of the country. North-South corridor connects Srinagar in the north to Kanyakumari in the south and East-West corridor connects Silicher in the east to Porbandar in the west. There is a Golden Triangle which connects three cities Delhi, Agra and Jaipur. Because of the triangular shape, it is called the Golden Triangle. This route is more popular among the foreign and domestic tourists. Majority of the tourists travel from Delhi to Taj Mahal (Agra) and then Jaipur and its surrounding deserts. This circuit is about 1000 km long by road. There is also another Golden Triangle connecting Puri, Konark and Bhubaneshwar cities in east India.

(c) Roads

State Highways connect state capitals with district headquarters, important towns and cities within a state. Major District roads take the traffic from main roads. It contributes significantly to the growth and development of tourism in the country. Availability of district and village roads is promoting rural tourism. The inter-state bus system is well developed and the quality of buses varies. Different categories of bus, taxi, auto-rickshaw etc. are available ranging from ordinary, semi-deluxe, deluxe, Volvo; fully air conditioned etc. Golden Quadrilateral connects four cities Delhi, Mumbai, Kolkata and Chennai. Golden Triangle connects, three cities Delhi, Agra and Jaipur in the north India.

Table 5.1: Status of Roads in India (2011)

Type of Road	Length
• Expressways	950 km
• National Highways	66,590 km
• State Highways	131,899 km
• Major District Roads	467,763 km
• Rural and Other Roads	2,650,000 km
• Single Lane/ Intermediate	32%
• Double Lane	56%
• Four or more Lanes	12%
• Total Length	3,300,350 km

Source: National Highway Authority of India

(ii) Rail Transport: Indian railways provides the principal mode of transportation for public and tourists. It brings together people of different areas for business, sightseeing, religious, education etc. Indian Railways have been a great unifying

force during the last 160 years and plays a very vital role in the social and economic development of the country. India has the second largest Railways network in Asia and the fourth largest in the world after USA, Russia and China. India tops world's leading countries with regard to passengers carried per kilometer. During 2008-09, the number of passengers carried was 6,920 million, which was merely 1,284 million in 1950-51 indicating the increase of about 5.5 times over a period of little less than 60 years the majority of domestic tourists are primarily dependent on Railways for long travel. Ministry of Railways is making positive efforts for improving the demands of passengers like increasing faster trains, safe and comfortable journey.

(a) Tourism Promoting Trains

Indian Railways are running few special trains to promote tourism in India such as Toy Train, Palace on Wheels, Fairy Queen, Heritage on Wheels, Bharat Darshan train, Train of Darjeeling, Nilgiri Mountain Rail of south India and Kalka-Shimla Rail make their place in the World Heritage list of UNESCO. Few special trains have been started to promote tourism in India. They are:

- Toy train,
- Palace on Wheels,
- Fairy Queen,
- Heritage on Wheels,

Palace on Wheels is a royal train which provides all-inclusive package tour of seven days covering important tourist sites of Rajasthan, Delhi and Agra. Its coaches have luxury services. This is popular among domestic and international tourists who want to enjoy sight seeing of the region, travelling in sheer luxury and enjoying a delicious cuisine simultaneously.

Fairy Queen Train has the oldest steam locomotive engine. It departs from Delhi and stops at Alwar where guests are taken to the Sariska tiger reserve forest for an over night stay.

Heritage on Wheels is a luxury train connecting small cities of Rajasthan, which includes Bikaner, Gajner, Nawalgarh, Mandawa, Ramgarh and Shekhawati. This is a luxury train consisting of 14 saloons, each one designed keeping in the mind the heritage and culture of Rajasthan.

Bharat Darshan is a special tourist train, which covers all the important tourist places in the country. The affordable cost of tour package covers accommodation arrangement for each coach, tourist buses for visiting sight seeing spots, hall

accommodation at places of night stay: Guides for information are some of the added facilities.

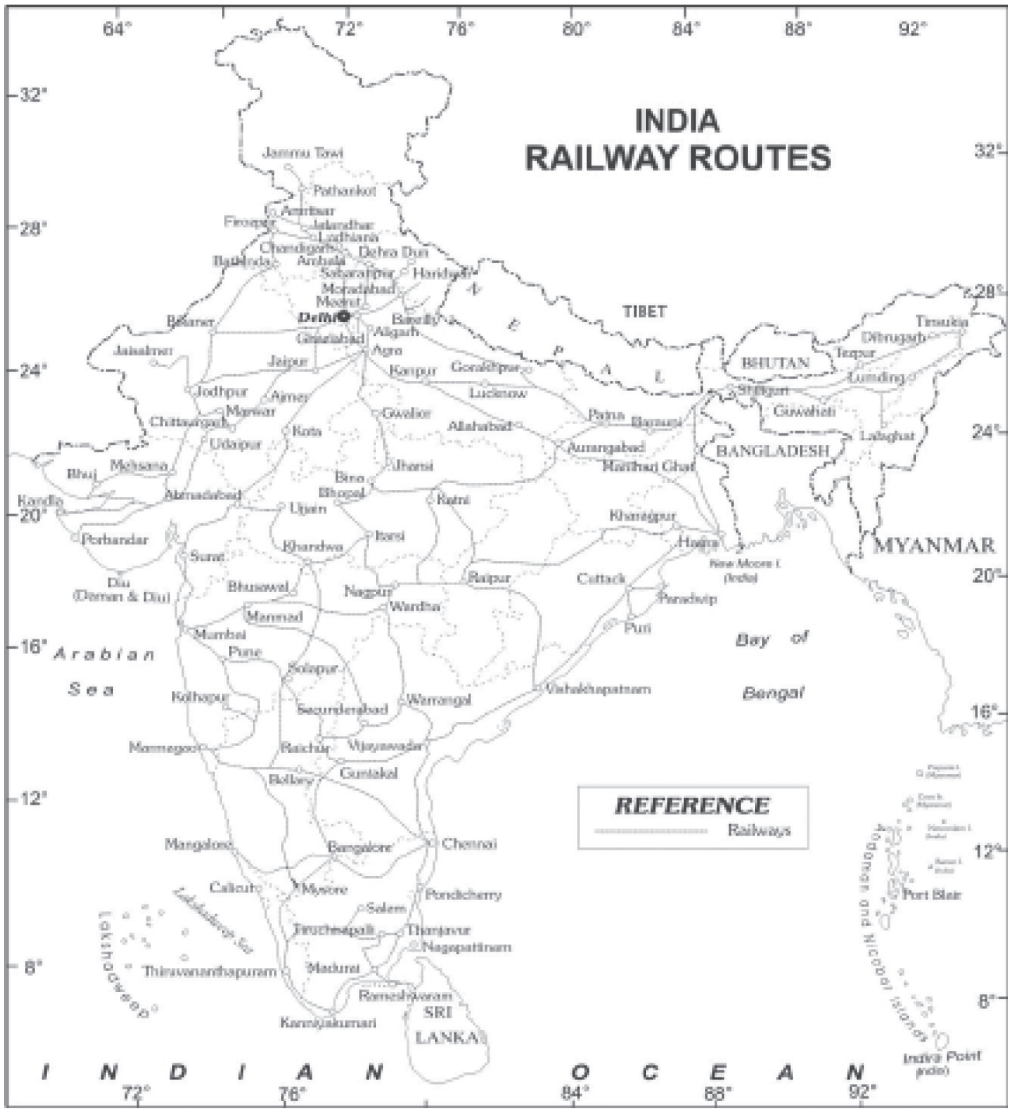


Fig. 5.3: Railways in India

(b) Metro Rail and Trams

To some extent, Delhi Metro Rail has shown significant impact in solving the transportation problems in the city. It is completely air-conditioned, safe and clean. It provides connectivity to major tourist sites and provides comfortable journey to the tourists.

Tram has been running in Kolkata city since British times. Along with the daily and local commuters, the tram is providing comfortable and cheap journey to

the tourists also. The Kolkata tramway has many vintage features. It uses a trolley pole and foot gong, which is rare among international tram systems.

(iii) Air Transport

Air transport is used to carry tourists and luggages over long distances and it has a very important role to play in the tourism development. At global level, demand of air transport is increasing, as it has made it easy to visit any place in the world within 24 hours. Airports provide the entire basic infrastructure, which is needed for passenger comfort. Government of India is now spending huge amount of money to upgrade and modernise the airports of Delhi and Mumbai. About 97 per cent of international tourist arrive in India by air transport. Delhi and Mumbai are main entry points for more than 70 per cent of international tourists.

Now, tourist charter flights can land at all 16 designated international airpots, namely Ahmedabad, Agra, Amritsar, Bengaluru, Kolkata, Chennai, Cochin, Delhi, Guwahati, Hyderabad, Jaipur, Mumbai, Thiruvananthapuram, Varanasi and Port Blair. Many public and private air travel agencies offer concessional tickets, special packages to attract more of lower budget tourists.

(iv) Water Transport

Since the Indus valley civilization, rivers have been used for transportation of goods and human beings. There are three major dimensions of tourism categories of water transport:

(i) Coastal Shipping

(ii) Inland Waterways

(iii) Sea transport

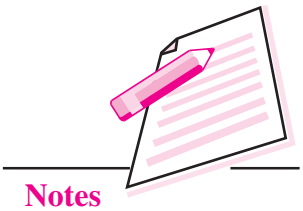
India is bordered by Bay of Bengal in east, Arabian Sea in west and Indian Ocean in the south and it has a very vast coastline of about 7500 km including Lakshdweep and Andman Island and Nicobar Island. The country has an extensive Network of inland waterways and seaports. The inland waterways include rivers, canals, backwaters and creeks. There are 12 major ports and 185 non-majorports. On the west coast they are Kandla, Porbandar Mumbai, Jawahar Lal Nehru (Maharashtra), Marmagao, Mangalore and Kochi. On the east coast they are Tutikorin, Nagapattinam, Chennai, Vishakhapatanam, Paradip and Haldia and Kolkata. All the coastal states have at least one major port. Gujarat, Maharashtra and West Bengal have two major ports each while Tamil Nadu has three major ports.

Waterways provide only one per cent of total transport in India though the navigable inland waterways account for 14, 500 km comprising different river system. A total of 3700 km is fit for using mechanised boats and steamers. There

are three major important National waterways in India. They are Allahabad – Haldia stretch (1620 km), Sadiya – Dhubri stretch (891 km) and Kottapuram–Kollam stretch (205 km). These waterways also attract tourists both national and international. Thus they are also promoting Indian travel and tourism industry.

Fig. 5.4: Air and Sea Routes in India

Water transport is also used for tourism promotion as West Bengal Tourism Department introduced special tourist programmes to carry tourists to Sunderbans. Goa Tourism Department organises sea cruises for half or full day booking for tourists. Tourists enjoy a lot cruising on the Ganga, Brahamaputra and Hoogly



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rivers. River rafting is already in operation between Rishikesh and Haridwar. Lakes and backwaters like Dal lake in Kashmir, Nainilake in Nainital, Nakki Lake in Mount Abu, Chilka Lake in Orissa etc. are attracting a great number of national and international tourists. Tourists visiting Lakshdweep Island or Andman and Nikobar Island are taken by the boats and ships where different kinds of recreation activities are arranged for them.

5.5 TRANSPORT TO PROMOTE TOURIST

Transport acts as an integral part of tourism connecting the tourist generating and destination areas. The capacity of a transport system determines the pace of tourist flow. Besides an increase in the capacity of transport system, the provision of comfort, reasonably high speeds with safety, discounts in the ticket and light refreshments are incentives. It enhances the tourism activities in such areas. Sometimes good or bad experiences in transport services leave an imprint on the mind of tourists for whole of their life. Hence, it is clear that tourist transport system is very essential for growth and development of tourism.

Certain measures are also needed to boost tourism.

i. Clear information on location, distance, and fare for tourist sites should be given along with a timetable and information about connecting buses, rail and air modes of travel.

ii. Updated arrival and departure information should be available on information boards, internet and telephone.

iii. Aged and physically challenged tourists should be treated well.

iv. A system of standard signs and symbols should be developed and installed on road, railway stations and air terminals.

v. Infrastructure in tourist transportation should be created and improved.

vi. Eco friendly transportations should be developed.

vii. All terminals and stations should be neat, clean and tidy.

viii. Strict action should be taken against the persons who mislead and cheat tourists.

ix. Tourist Police should be there to help especially for female tourist.

ACTIVITY 5.1

Go to any tourist place and meet some tourists. Ask about the problems faced by them. Get suggestions for improvement in tourist transportation system.

INTEXT QUESTIONS 5.1

1. What are different major modes of transport?
2. Write in brief, about the special trains promoting tourism in India.
3. Differentiate between Air and Water transport used by tourists.
4. Give any four suggestions for better transportation system.

WHAT YOU HAVE LEARNT

- Development of transport is essential for the growth and development of tourism. It provides the accessibility to the tourists to reach there. The area with least accessibility hinders tourism.
- Transport is needed not only for tourism but is also the backbone for the economic development. Providing good connectivity to different tourist sites attracts tourists.
- Tourists are of different status in terms of economic background. Therefore, various options should be available for each to reach the tourists destinations.
- The transport facility available in any particular area depends upon the provisions created. Hence, depending upon the area and requirements – transport systems are of four types:
  1. Road Transport
  2. Rail Transport
  3. Air Transport
  4. Water Transport.
- All these transport facilities are different and provide different characteristics.
- Air transport is the fastest means which can carry people very quickly from over long distances but it is very costly in comparison to other three means.
- Rail transport is convenient if the long distance is to be covered alongwith huge luggage. It is cheap and carries big number of people together.
- Road transport provides door to door services as well as it connects with other means of transport rail, air and water.
- Water transport thrills the people/tourists, cruises are arranged for such tourists. It is the cheapest mode but taken the longest duration and consumes less energy. Very heavy items are transported very easily by paying lesser amount. Now-a-days cruise trips are becoming very popular.

TERMINAL EXERCISE

1. Analyse the role of transportation in tourism promotion.
2. Discuss in detail the different mean of as tourist transportation.
3. Analyse the role of Indian Railways in tourism development in India.
4. In the era of globalization, how is Air transport contributing to the tourism industry?

ANSWER TO INTEXT QUESTIONS

5.1

1. Transport is movement of people and goods from one place to another. It plays a very important role in tourism. It provides basic accessibility in connecting various places and people. There are four major modes of transport: 1. Road Transport, 2. Rail transport, 3. Air Transport and 4. Water Transport. Road transport has a number of advantages like flexibility, reliability, speed and is cheaper, and efficient than other means of transport. Surface roads provide a way to reach railway stations, airports, seaports. Road can take the tourist upto the last destination points. Different types of road vehicles like car, taxi, coaches, buses and jeeps are used.
2. In India, there are many special trains, which are promoting tourism in country. Some of them are: Toy Train, Palace on Wheels, Maharaja Express, Deccan Odessey, Mahapari Nirvan.
3. Aircrafts transport people and tourists through air. Air transport is used to carry tourist and their luggage over long distances. It is easy to reach any place in the world within 24 hours. Water transport is possible through river, lake, canal, sea etc. It is very cheap but consumes more time as compared to air transport.
4. (a) There should be clear cut information on location, distance, fares of tourist sites.
   (b) Information should be given about timetable, arrival and departure of transport.
   (c) Tourist transport infrastructure should be created and developed.
   (d) A system of standard signs and symbols should be developed and installed on road, railways stations and air terminals.

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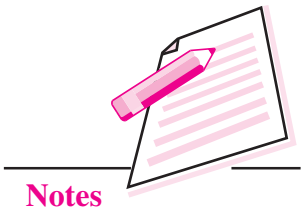
6

UNDERSTANDING INDIAN CULTURE AND HERITAGE

India's cultural heritage is not only one of the most ancient but it is also one of the most extensive and varied. From ancient times to the present many races and religions came here and left their imprints on the culture. These people either came into contact with India temporarily or permanently settled within her borders to evolve a distinctive Indian culture. This resulted in a synthesis of many cultures. With the result India, due to its rich and precious Cultural and Natural heritages, came to be known as the land of great wonders and diversities. The Culture of India refers to the way of life of the people of India. India's languages, religions, dance, music, architecture, food, and customs differ from place to place within the country. The Indian culture is often labelled as an amalgamation of several segments of cultures, including traditions that are several millennia old. It spans across the entire Indian sub-continent. Many elements of India's diverse cultural segments have had a profound impact across the world. In its collective form these cultural traits are identified as Indian cultural heritage. It is interesting to note that in the 10th century the Arabs described Indian culture as *Ajaib-ul-Hind*. The literal meaning of *Ajaib-ul-Hind* is '*Incredible India.*'

Do you know that these traditions and traditional life styles are inherited from our rich past? What we inherited from our predecessors is known as heritage. Thus heritage encompasses the history and ideas of people of that country, there values and beliefs, monuments, sites of important past events such as battle of Panipat and the battle of Haldi Ghati, which are historically famous. Besides, in the category of heritage we can include arts such as dance, music (shastriya sangeet).

Being an oriental ancient civilization, India has a history that is 5000 years old and its culture which is extensive, profound and unique. All this has made immense contribution to the world progress and civilization. In this lesson we shall identify the major characteristic of Indian culture.



OBJECTIVES

After studying this lesson, you will be able to:

- describe the meaning and concept of culture and heritage;
- identify characteristics of Indian Culture;
- discuss the cultural identity, religion, region and ethnicity of Indian Culture and
- explain the characteristics of Indian Heritage.

6.1 MEANING AND CONCEPT OF CULTURE AND HERITAGE

The word 'Culture' is derived from the Latin term 'cult or cultus' meaning tilling, or cultivating, refining and worship. Summing up, it means cultivating and refining a thing to such an extent that its end product evokes our admiration and respect.

The food you eat, the clothes you wear, the language you speak, the God you worship, all are aspects of culture. In very simple terms, we can say that it is the embodiment of the way in which we think and do things. It is also the things that we have inherited as members of society. All the achievements of human beings as members of social groups can be called culture. Art, music, literature, architecture, sculpture, philosophy, religion and science can be seen as aspects of culture. However, culture also includes the customs, traditions, festivals, ways of living and one's outlook on various issues of life.

Culture thus refits to a human-made environment which includes all the material and non-material products of group life that are transmitted from one generation to the next.

Culture is the expression of our nature in our modes of living and thinking. It may be seen in our literature, in religious practices, in recreation and enjoyment. Culture has two distinctive components, namely, material and non-material. Material culture consists of objects that are related to the material aspect of our life such as our dress, food and household goods. Non-material culture refers to ideas, ideals, thoughts and belief.

Culture varies from place to place and country to country. Its development is based on the historical process operating in a local, regional or national context. For example, we differ in our ways of greeting others, our clothing, food habits, social and religious customs and practices from the West. In other words, the people of any country are characterised by their distinctive cultural traditions.

Notes

Cultural development is a historical process. We have learnt many things from our ancestors. As time goes, we continue to add new thoughts, new ideas to those already existent and sometimes we give up some which we don't consider useful any more.

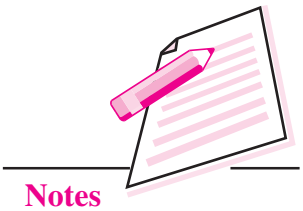
Cultural heritage includes all those aspects or values of culture transmitted to human beings from their ancestors from generation to generation. They are cherished, protected and maintained by them with unbroken continuity and they feel proud of it.

A few examples would be helpful in clarifying the concept of heritage. The Taj Mahal, Swami Narayan Temple of Gandhinagar and Delhi, Red Fort of Agra, Delhi's Qutub Minar, Mysore Palace, Jain Temple of Dilwara (Rajasthan) Nizamuddin Aulia's Dargah, Golden Temple of Amritsar, Gurudwara Sisganj of Delhi, Sanchi Stupa, Christian Church in Goa, India Gate etc., are all important places of our heritage and are to be protected by all means.

Besides the architectural creations, monuments, material artifacts, the intellectual achievements, philosophy, treasures of knowledge, scientific inventions and discoveries are a part of heritage. In Indian context, the contributions of Baudhayan, Aryabhatta, Bhaskaracharya in the field of Mathematics, Astronomy and Astrology; Kanad and Varahmihir in the field of Physics; Nagarjuna in the field of Chemistry, Susruta and Charak in the field of Medicines and Patanjali in the field of Yoga are profound treasures of Indian Cultural heritage. Culture is liable to change, but our heritage does not. We individuals, belonging to a culture or a particular group, may acquire or borrow certain cultural traits of other communities/cultures, but our belongingness to Indian cultural heritage will remain unchanged. Our Indian cultural heritage will bind us together e.g. Indian literature and scriptures namely Vedas, Upanishads, Gita and Yoga System etc. have contributed a lot by way of providing right knowledge, right action, behavior and practices as complementary to the development of civilization.

6.2 CHARACTERISTICS OF INDIAN CULTURE

Look at the map of India and you see India is a vast country with a lot of diversity in her physical and social environment. We see people around us speaking different languages, having different religions and practising different rituals. You can also see these diversities in their food habits and dress patterns. Besides, look at the myriad forms of dance and music in our country. But within all these diversities there is an underlying unity which acts as a cementing force. The intermingling of people has been steadily taking place in India over centuries. A number of people of different racial stock, ethnic backgrounds and religious beliefs have settled down here.



6.2.1 Continuity and Change

Despite major changes and upheavals significant threads of continuity can be traced throughout the course of Indian history right upto the present day.

Harappan civilization flourished in the Indian subcontinent over 4500 years ago and it also had trade with Mesoptamian and Chinese Civilization. Archaeologists have found evidences to show that cultures existed here even before the matured phase of the Harappan civilisation. This tells us that we have a very long history behind us. And yet what is amazing is that even today the pattern of a house in an Indian village is not very different from that of a Harappan house. Some aspects of Harappan culture are still practised, such as, the worshipping of Mother Goddess and Pashupati. Similarly, Vedic, Buddhist, Jain and many other traditions continue to be followed even today. It has kept on discarding what was becoming irrelevant in the modern age. The reform movements in the Vedic religion brought about by Jainism and Buddhism in sixth century BCE and the religious and social awakening in the eighteenth and nineteenth centuries in modern India are a few examples when revolutionary changes were brought about in Indian thought and practices. Yet the thread of basic philosophy of Indian culture continued and still persists. Thus a process of continuity and change has always been a feature of Indian culture. This shows the dynamic character of our culture.

6.2.2 Variety and Unity

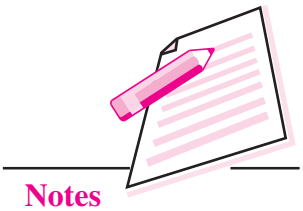
Few cultures in the world have such variety as the Indian culture. You may perhaps wonder why the people of Kerala use coconut oil while the people of Uttar Pradesh use mustard oil for cooking. This is because Kerala is a coastal state and coconut grows here in plenty, while Uttar Pradesh is a plain area which is favourable for the growth of mustard. What is the similarity in the Bhangra dance of Punjab or the Pongal of Tamil Nadu or the Bihu dance of Assam? All are celebrated after a rich harvest of crops. Have you noticed the different languages that we speak like Bengali, Tamil, Gujarati or Oriya? India is the home of many forms of dance and music which we normally use for festivals and social functions like marriages or the birth of a child.

A large number of languages and dialects are spoken in our country which has led to the growth of a great variety of literature. People belonging to eight great religions of the world co-exist here in a harmonious manner. Do you know that India is home to many religions of the world like Jainism, Buddhism, Sikhism and of course Hinduism. Numerous styles of architecture, sculpture and painting have developed here. Different styles of music and dance, both folk and classical, exist in the country. So also are numerous festivals and customs. This wide variety has led to the making of Indian culture both composite and rich and

beautiful at the same time. Why is there so much variety in our culture? There are many reasons for this. The vastness of the country and variation in its physical and climatic features is an obvious reason for the variety.

The second important reason for the variety in our culture is the intermingling among various ethnic groups. Since time immemorial, people from far and near have been coming and settling here. We find people belonging to different racial stocks like the Proto-Australoids, the Negnoids and the Mongoloids living in India. Various ethnic groups like Iranians, Greeks, Kushanas, Shakas, Hunas, Arabs, Turks, Mughals and Europeans also came to India, settled here and intermixed with the local population. The people belonging to other cultures brought their cultural habits, thoughts and ideas, which got amalgamated into the existing culture.The latest is the introduction of shirts, trousers, skirts, etc. which were brought by the Europeans in the sixteenth century. The word *roti* (bread) is a Turkish word and sambosa or samosa came from central Asia. Also Sherwani, an attire which is generally worn by Indian subcontinent bridegroom is a dress of Sherwan people of Central Asia. Red chilly was brought by the Marathas to North India in the eighteenth century. Thus India through the ages has shown a remarkable capacity for assimilation of different habits and ideas. This has contributed to the variety and richness of our culture.

Along with contact with outside cultures, cultural exchange between different regions of India has also continued. The Chikan work of Lucknow, Phulkari embroidery of Punjab, Kantha embroidery of Bengal, Patola of Gujarat show a distinct regional flavour. Although the centres in the South, North, East and West of India have their characteristic cultures, yet these did not develop in absolute isolation. Inspite of physical barriers, Indians used to travel from one part of the country to another for trade or pilgrimage. Some regions were joined together through conquests or by alliance. As a result, people transmitted cultural habits from one part of the country to the other. Military campaigns too took people from one place to another. This helped in exchanging ideas. Such contacts have led to the development of commonness in Indian culture, which has been maintained throughout our history. Another unifying factor is climate. Despite geographical diversity and climatic variations India experiences an inherent unity. The system of monsoons is the most important component of the Indian climatic pattern and this gives unity to the whole country. The coming of the monsoon has ensured that agriculture remains the main occupation of the people of India. On the other hand, the differences in physical features have affected the food habits, dress, houses and economic activities of people leading to the formation of social, economic and political institutions. These factors in turn influenced the thinking and philosophy of the people. The variety in physical features and climate of India has thus led to the development of a variety of cultures in different regions. The typical features of different regions have given some identity to these cultures.



The composite nature of our culture is reflected in our music; dance forms, drama and art forms like paintings, sculpture and architecture as well. Our literature in different languages also reflects this composite nature. Unity in diversity is reflected in our political forms as well. During the early Vedic period, society was pastoral, that is, people used to move from place to place in search of pastures. But as these people started practising agriculture, they settled down. This settled life led to community development and growth of towns which needed rules and regulations. Thus emerged a political organisation. This included the *Sabhas* and *Samitis* which were political bodies through which people participated in governance. In course of time, the concept of rashtra emerged and possession of territory became the new measure of power. In some places, republics came up. The period from sixth to fourth century BCE is known as the age of mahajanapadas in India. In these kingdoms kings had more powers. Subsequently, large empires were also established with emperors exercising absolute powers. You may be aware of ancient rulers such as Ashoka, Samudragupta and Harshavardhana. The Mughals also established a vast empire in India. The British established themselves in India and in 1858, India became a part of the British Empire. However, in 1947, we were able to gain our freedom after a long struggle. Today we are a sovereign, socialist, secular and democratic republic and a uniform system of government prevails over the length and breadth of the country.

6.2.3 Secular Outlook

You are aware that there is a great variety of thoughts and habits in our country. Among such a variety, dominance of one particular thought is not possible. You will recall that Hindus, Muslims, Christians, Sikhs, Buddhists, Jains, Parsees and Jews live in India. The Constitution declares India to be a secular country. Everyone is free to profess, practice and propagate any religion of their own choice. The state has no religion of its own and all religions are treated equal by the state. No one is to be discriminated on the basis of religion. The people have to a large extent, developed a broad outlook and they believe in the concept of live and others live.

6.2.4 Universalism

The concept of co-existence has not been confined to the geographical and political boundaries of the country only. India has a universal outlook and it has been promoting the message of peace and harmony to the entire world. India has been raising a strong voice against racialism and colonialism. It has protested against the formation of power blocks in the world. In fact India became one of the founder members of the Non-Aligned Movement. India is committed to the development of other under developed nations. In this manner, India has

been discharging her responsibilities as a part of the world fraternity and has been contributing to the progress of the world.

It has to be remembered that the subcontinent of India has been one cultural unit throughout the ages, cutting across political boundaries.

ACTIVITY 6.1

1. On the map of India Identify the Heritage sites in India.
2. Identify the major Cultural Heritages and give examples in support of your answer. Paste these examples with the pictures to show their characteristics.

INTEXT QUESTIONS 6.1

1. Name the state where Bhangra is a popular dance form.
2. What is the dance form of Assam known as?
3. Which region is famous for Kantha Embroidery?

6.3 CULTURAL IDENTITY, RELIGION, REGION AND ETHNICITY

Our cultural identities are based on various factors such as religion and region. As a result each Indian possesses multiple identities. Which of these identities asserts itself at a certain point of time and prevails over the others, depends on the political, social or economic context which people find themselves in. Thus each person may have some things in common with another, but may be vastly different in some other aspects. For example, except belief, forms of worship and rituals, there may be little that is common among those who follow a particular faith from the point of view of the whole country. Even in the forms of worship and rituals there are sectarian and regional differences.

But you will also find that people of different religions and *jatis* may have common regional cultural traits like language, food, dress, values and also the world view. In Bengal, both Hindus and Muslims take pride in being Bengalis. Elsewhere, one finds Hindus, Christians and Muslims sharing several elements of regional culture.

Ethnic culture is strong among the tribal groups. For example, in the small state of Nagaland, there are more than a dozen tribes and they differ from each other in their dress, speech and beliefs. Bastar district of Chhattisgarh has several groups claiming different ethnic origin.

INTEXT QUESTIONS 6.2

1. Give two examples of people who came to India from outside and settled here.
2. Name the civilization with which the Harappans were known to have had trade relations across the seas.

6.4 CHARACTERISTICS OF INDIAN HERITAGE

Heritage is that which is inherited. Heritage is something which is specific and typical of a particular place, area, region or country on the one hand and of a family, community or people on the other. It is both natural and human made created or evolved during the course of history.

The glorious past of India has ensured that the present and subsequent generations have plenty of historical, cultural and natural heritages to be proud of. The fascinating monuments and heritage sites in the country stand quietly today to tell their story of joy, sorrow, courage and sacrifice before tourists. Each of the stories is so enchanting and singular that tourists will be left asking for more at the end of each narration.

For centuries, people migrating to India, with their respective cultures and traditions and later mixing with the cultures and tradition of the Indians has given birth to a new heritage and culture. This amalgamation of cultures has slowly but gradually enriched the values and faiths of the Indians even further. As a result Hinduism, Buddhism. Islam, Jainism and Christianity have made India one of the largest secular countries of the World where Diwali, Christmas, Eid and Buddha Jayanti are celebrated with equal enthusiasm and exuberance.

As one turns the pages of history, the rich heritage of India comes alive with all its fragrance and colour which are still breathing in the heritage forts, palaces, temples and monuments which can be found in each and every corner of this multi-faceted country, like India. The splendid architecture, minutely carved motifs, embellished facades of the heritage monuments narrates the immense skill of the craftsmen which have been fascinating the World for many centuries. When foreign tourists visit India they may not be able to see the entire heritage sites of India as these are far too many.

UNESCO has come up with the mission to protect these treasures which are the finest gifts to World from India. Be it the exquisite craftmanship and marble inlay work of the Taj Mahal or the sculptures of the Khajuraho Temples or the

excellent fusion of science and art in Konark Sun Temple, Indian heritage sites are the manifests to the extremely rich heritage of India. By preserving them we will leave behind a very rich cultural heritage for our future generations.

The number of important monuments and sites in India is so great that a single tour to discover the multifarious facets of its wonderful heritage is not enough. Nevertheless, it will give tourists an admirable glimpse into the Indian history and heritage. At the end of their trip, they will surely develop a huge respect for the Indian heritage while craving for more such tours in the near future.

Culture and Heritage provides varieties of tourist attractions. For these reasons they are core components of tourism.

Heritage is the legacy of natural features or cultural attributes in tangible and intangible form inherited from past generations which are maintained in the present and bestowed for the benefit of future generations.

Cultural heritage includes tangible culture such as buildings, monuments, landscape books, works of art, and artefacts. Intangible culture also forms an important part of culture such as folklore, traditions, language, and knowledge. It is evolved through creation, imagination, intelligence, skills, and artistic abilities of the people over a long period of time.

Natural heritage includes culturally significant landscapes and biodiversity. Natural heritage presents a kaleidoscope of geographical and environmental features which include natural features such as high lofty mountains and hills, mighty rivers to small rivers, rivulets and streams, dense forest, desert and a long coastline.

India boasts a total of 166 National Parks and 515 Wildlife Sanctuaries, sheltering over 390 mammals, 455 reptiles, 210 amphibians, 1,230 bird species and 30,000 species of insects, which make it a perfect destination for wildlife heritage.

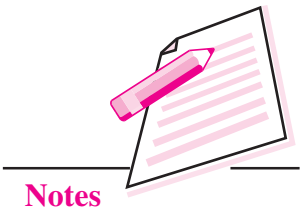
Heritage is Broadly Classified as

Tangible Heritage

Tangible heritage is the built heritage which is visible or seen. It comprises of physical objects, materials in concrete form etc. such as coins, monuments, artefacts, sculptures, seals, inscriptions. Items collected over a long period of time, objects in concrete forms preserved in museums can be seen and touched.

Intangible Heritage

It is living heritage invisible, unseen but observable. It includes host of things ranging from ideas to traditions, living styles, practices, beliefs, customs etc.,



Behavioural traits such as truth, sincerity, honesty, humility form part of the character building qualities of an individual which arc perceived but cannot be seen. Intangible Cultural Heritage means the practices, representations, expressions, knowledge, skills as well as the instruments, objects, artefacts and cultural spaces associated with communities, groups and, in some cases, individuals and recognises it as part of their cultural heritage.

The intangible cultural heritage transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history and provides them with a sense of identity and continuity. This promotes respect for cultural diversity and human creativity.

Natural Heritage

Natural heritage includes natural features like mountains, forest, deserts, rivers, flora, fauna, large water bodies like seas and oceans etc. These are not the creation of the human beings but are gifts of nature and are exposed to natural agents of erosion, degradation, depletion and pressure of people on the resources etc.

Cultural Heritage

Cultural Heritage is human centric and evolved through creation, imagination, intelligence, skills, artistic abilities of the people over a long period of time.

These are the cumulative result of different practices of both religion and society. These can be seen in customs, dance, music, loud-habits, living life styles, physical and behavioural patterns. These have undergone a period of transition from ancient, medieval and modern times.

ACTIVITY 6.2

1. Collect the pictures of major Natural and Cultural Heritages of India and paste them in your scrap book

INTEXT QUESTIONS 6.3

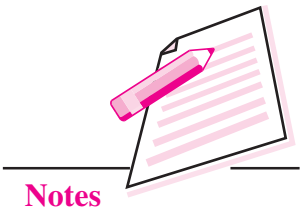
1. Define the concept of Heritage.
2. Name different types of Heritages.

3. Differentiate between Tangible and Intangible Heritages with suitable examples.
4. With the help of suitable examples, describe major features of Natural Heritages.

WHAT YOU HAVE LEARNT

Now let us discuss some general characteristics, which are common to different cultures throughout the world.

- **Culture is learned and acquired:** Culture is acquired in the sense that there are certain behaviours which are acquired through heredity. Individuals inherit certain qualities from their parents but socio-cultural patterns are not inherited. These are learnt from family members, from the group and the society in which they live. It is thus apparent that the culture of human beings is influenced by the physical and social environment through which they operate.
- **Culture is shared by a group of people:** A thought or action may be called culture if it is shared and believed or practiced by a group of people.
- Culture **is cumulative:** Different knowledge embodied in culture can be passed from one generation to another generation. More and more knowledge is added in the particular culture as the time passes by. Each may work out solution to problems in life that passes from one generation to another. This cycle remains as the particular culture with time.
- **Culture changes:** There is knowledge, thoughts or traditions that are lost as new cultural traits are added. There are possibilities of cultural changes within the particular culture as time passes.
- **Culture is dynamic:** No culture remains in a permanent state. Culture is changing constantly as new ideas and new techniques are added and as time passes they keep modifying or changing the old ways. This is the characteristic of culture that stems from the culture's cumulative quality.
- **Culture gives us a range of permissible behaviour patterns:** It involves how an activity should be conducted, how an individual should act appropriately.
- **Culture is diverse:** It is a system that has several mutually interdependent parts. Although these parts are separate, they are interdependent on one another forming culture as a whole entity.
- **Culture is idealistic:** Often it lays down an ideal pattern of behaviour that is expected to be followed by individuals so as to gain social acceptance from the people belonging to the same culture.



TERMINAL EXERCISE

1. What are the different components of culture?
2. Give the meaning of material and non-material culture.
3. Define the secular character of Indian culture.
4. Describe the distinctive features of Indian culture.
5. Write short notes on the following:
   a) Cultural synthesis in India
   b) Spirituality
   c) Adaptability as a characteristic of Indian culture
6. Explain in detail unity in diversity in the context of Indian culture.
7. What is Culture? Discuss with examples the main characteristics and values of Indian Culture.
8. How do Culture and Heritage form core components of Tourism?
9. Discuss the different kinds of heritages with appropriate examples from India.

ANSWER TO INTEXT QUESTIONS

6.1

1. Punjab
2. Bihu
3. Bengal

6.2

1. Kushans and Mughals
2. China and Mesopotamia

6.3

1. It is learned and acquired for more information refer section 6.4
2. Tangible, Intangible, Natural, Cultural
3. Tangible is visible like coins, monuments, artefacts, real sculpture etc. Intangible is invisible like style particles, and customs etc.
4. Natural heritage like birds, trees, forests and rivers etc. Refer section 6.4.

Notes

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7

PERFORMING ART HERITAGE OF INDIA

India is known for its large variety of culture. Like any other country India also has its own position in several aspects of cultural heritage. In this chapter we shall discuss music, dance and theatre. As an important component of cultural heritage and its relation to tourism, these arts are indicative of the way of life of a particular society or people.

OBJECTIVES

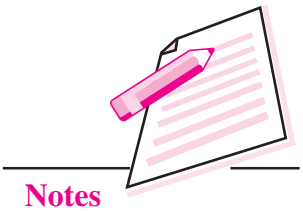
After studying this lesson, you will be able to:

- discuss the developments in the sphere of performing arts like music, dance and theatre;
- explain the significance of music, dance and theatre.

7.1 MUSIC

India is known for its diversities in every sphere of life of people which can be seen in the field of art and especially in performing arts. India is also known for its large heartedness to give space to everyone who came here. India not only tolerated these strangers but nourished them and made them part and parcel of our life. If we see the development of music in the different regions, one can understand and appreciate unity in diversity in a better way.

Whatever melody or *raga* your ears appreciate is categorized as music. It may be in natural form like sound of spring in the placid hills or it may be produced by vocal sounds. The sweetness of these melodies is enhanced by musical instruments. These musical instruments were invented, modified and used in different kind of *ragas*.



Broadly music can be divided into three forms:

(1) Hindustani

(2) Carnataka

(3) Folk Music

Hindustani music is a blend of Indo-Turko-Persian styles. During the Sultanate period assimilation of different musical traditions had aleady begun to take place. In the thirteenth century we do come across the persons of performing art. It is on record that around Kilokhari (South Delhi) there was a colony of musicians, pretty faced entertainers, jesters and bhands. They were also trained in Persian music and playing instruments like *chang, rubab, kamancha, maskak, nay*, and *tambur*. *Qaul* and *ghazals* were composed as eulogies of Sultan. Traveller Ibn i Batuta also mentions a separate colony of musicians in Delhi, called Tarababad (city of music) near Hauz Khas. A similar of colony was established in the new capital city of Daulatabad, Deccan. There is also a reference to a mosque in which namaz (prayer) was performed by women musicians. We also come to know about women artist like *luli, huruki, domini, kanchani* and *kamachini* who participated in the wedding ceremonies of the elite.

There are some prominent musicians whose name will always remain eternal. Here we shall highlight a brief account of two distinguished musicians who are remembered for their contribution to Indian music. They are (1). Hazrat Amir Khusrau and (2) Miyan Tansen.

Amir Khusrau (1253-1325 C.E.)

Amir Khusrau, also nick named as 'Tutiye Hind' (parrot of India), was born in Patiali, district Etah, Uttar Pradesh. He is known for his literary contributions as well as patriotism. He learned different forms of music such as Arabic, Persian and Indian music. He wrote about Indian music that, "Indian music, the fire that burns heart and soul, is superior to the music of any other country." By mixing up the Arabic and Persian music in Indian music he added grace to it. He is known to have invented many of the ragas (melodies) for instance the invention of Qawwali and Tarana, famous musical melodies are attributed to Amir Khusrau.

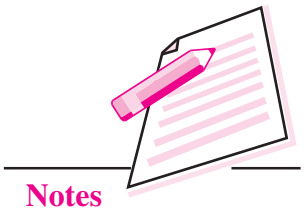
In this connection an interesting anecdote can be cited here that a prominent musician, Nayak Gopal was invited by Sultan Alauddin (1296-1320) to demonstrate his ragas. Amir Khusrau confronted Nayak Gopal and invited him to show his musical skills. After the seventh round of the demonstration by

Nayak Gopal, Amir Khusrau claimed that all the ragas used by Gopal had previously been invented by him. However Gopal Nayak from South India and Amir Khusrau from North India were a source of mingling of two oceans of music. Khusrau himself claimed that he had written three volumes of musical compositions. He is also known to have invented the sitar. He was one of the closest murids (disciple) of Shaikh Nizamuddin Auliya. His remains were buried in the precinct of Shaikh Nizamuddin's dargah.

Fig. 7.1: Reproduced from M.Habib's Hazrat *Amir Khusrau of Delhi*

Tansen

A great musician of his time, Tansen served in the court of Raja Ram Chand of Baghelkhand (1555-1592 C.E.). He was born in a Brahmin family of Gwalior. He was the disciple of the great musician, Haridas. Due to his musical merits he was called by Emperor Akbar to his court. Tansen's merit in the field of music is recorded in the historical writings in the following words," A Kalawant by the name of Tansen- who was the leader of his time in the science of music, and who is stated to have had no equal either in regard to his melodious voice or his delicate compositions- was in his (Raja) court. The Raja greatly appreciated his merits and was very fond of him. When Emperor Akbar heard about Tansen's accomplishments, he summoned Tansen to the presence. When Tansen arrived, the Emperor, on the first day, presented him two krors of dams, equal to two lacs of current rupees, and became enamoured of his performance." It is also recorded in Tuzuk-i Jahangiri that Sufi Shaikh Salim Chishti of Fatehpur Sikri expressed his last wish at the time of his death to hear Tansen singing. As Jahangir records, "He (the Sufi) sent someone to the king (Akbar) to call



Tansen Kalawant who was unequalled as a singer." Tansen is considered to be the composer of Dhrupad form of music.

In memory of Tansen, every year in Gwalior, a famous Sangeet Sammelan (music festival) is held. Gwalior Gharana, also known as Seniya Gharana is one of the oldest Hindustani Classical music families, trace their connections with Tansen. This event draws a lot of tourist to the town of Gwalior.

Fig. 7.2: Tansen

Carnatic Music

Carnatic music has its own history of development in the world of music. Basically music in South India is associated with devotion to God. The three forms of performing arts (1) Music (2) Dance (3) Singing, go together to please God. Thus these performing arts are also related with the Devdas' is, known as servants of God. South Indian music popularly known as Carnatic music is identified with Bhakti Saints, who sang in praise of God and associated themselves with the temple rituals from the 8^{th} century. Thus grew a culture of Guru-Sishya tradition and through rigorous practice South Indian music has achieved a prime position in musicology.

Martial Music

Martial music was one of the important music varieties. It was played to raise the paean at the time of battle. In the important military expeditions, musicians accompanied the army. The known martial musicians, who were in the campaigns of Akbar's time, were Hapa Charan (Rajasthan) and Mian Lal Khan Kalawant (Gwalior). We also come across the names of the *sazindas* (singers) of Kashmir employed by the Kachwaha Rajput chiefs of Jaipur. In western Rajasthan there is a community known as Dadis. Their profession was to accompany the rulers in the battlefield and to encourage soldiers to fight against the enemy. Their style of music was known as Sindhu singing. Thus army was also an employment sector for the singers. However, in leisure time the singers were the source of entertainment for the army men.

Folk Music

Folk music is a part of common masses and local tradition. With the passage of time Folk music got refinement, sophistication and elite patronage. These were given the names of Hindustani and Carnatic music. However, folk music can be identified with a region or professional communities. Folk music has its

own charm and appeal for the people. Generally, one can see these singers playing their music in melas, streets, bazaars, in trains and buses. Folk tradition of singing runs through generation to generation in a family. Thus there are certain communities whose profession is singing. Dom and Mirasi are known for playing folk music on certain celebrated occasions in families. In Thar desert (Rajasthan) Manganiar and Langas are the professional singers cum musicians. Langas have excelled at national and international level in the field of performing arts.

Kashmir is also known for association of different variety of music from the different parts of the world. Persia (modern Iran, Iraq) and Central Asia were the main source for introducing new musical instruments and musical forms. Carnatic or South India's contribution to the North Indian music cannot be overlooked. South India's excellence in musicology attracted Sultan Hasan Shah (1472-84 C.E.) of Kashmir who invited famous artists from the South, so that they could introduce new elements in Kashmiri music and thus enrich it. Hasan Shah's passion for music is known for the establishment of a music department and Srivara was appointed the head. Sultan Yusuf Shah's queen, Habba Khatun, introduced the melody of *Rast Kashmir*. Thus Kashmiri music has acquired a distinct status in the Indian society. The chiefs of Amber (Jaipur) employed Kashmiri musicians (sazindas) in their armies. In Kashmir the most popular folk musics are the Chhakri, Tambur Naghma and Bcha Naghma. These are sung in chorus often with a little dancing.

7.2 MUSIC INSTRUMENTS

Various Indian musical instruments that are used by famous singers and performers are: Flute, Tanpura, Tabla, Veena, Sitar, Shehnai, Sarod, Sarangi, Santoor, Mridanga, etc.

Flute (Bansuri)

The flute finds reference in the Vedic texts. Flute is a wind instrument that produces sound from the flow of air across an opening. To be louder, a flute must use a larger resonator, a larger air stream, or increased air stream velocity. The volume of the flute can generally be increased by making its resonator and tone holes larger.

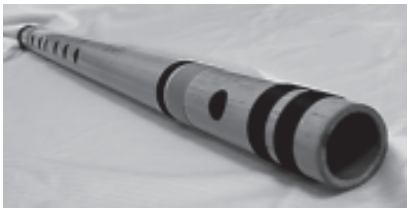
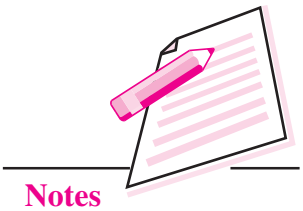


Fig. 7.3: Flute

There are different types of flutes played on different occasions. Flute is traceable in the sculptures of Sanchi, Amrawati and the paintings at Ajanta and Ellora. Flute is also associated with Lord Krishna. Flute is an



Indian musical instrument and it is known to have also become a part of Western music and orchestra.

Tambura or Tanpura

It is a long necked stringed instrument. It resembles the Sitar when it comes to body shape. It is known as the Tanbura in North India and has four or five wire strings which are plucked one after another in a regular pattern to create a harmonic resonance on the basic note. The name tambura is probably derived from tana, referring to a musical phrase, and pura which means "full" or "complete". In the South the Tambura is made of wood and in the North it is made of dry gourd (pumpkin).

Fig. 7.4: Tambura

Tabla

It is an extremely popular Indian percussion instrument which is used in Hindustani Classical Music along with popular and devotional music, as well musical *mehfils. Ustad* Zakir Hussain the most famous table player of India was awarded with the Grammy Award for the best music album in 1992.

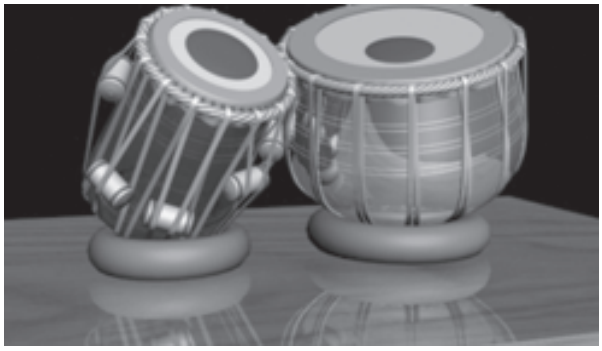


Fig. 7.5: Tabla

Veena

Veena is also one of the oldest musical instruments referred in the vedic texts. It is the most popular musical instrument of South India, popularly known as the Saraswati Veena. It is a plucked string instrument that is designed and used to accompany Carnatic music. There are several variations of the Veena, which in its South Indian form is a member of the lute family.

Fig. 7.6: Veena

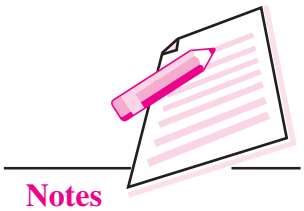
Sitar

The Sitar played a significant role in introducing western audiences to Indian classical music. It is categorized as a chordophone in the lute family. In the Sitar, usually there are seven strings, five of steel and two of brass. Its sound evokes thoughts and feelings of the sub-continent. It is a plucked string instrument predominantly used in Hindustani Classical Music. Pundit Ravi Shankar (1920-2012) was a renowned sitar player. He was honoured with Bharat Ratna in 1999 and three Grammy Awards.

Shehnai

The Shehnai comes in the category of aerophonic instruments and is an extremely popular musical instrument in India. It is played in the North Indian marriages and procession. It is a tube-like instrument that gradually widens towards its lower end. Shehnai is believed to come from Egypt to Persia and to India. Egyptian tombs have carvings of Shehnai and also certain paintings contain the figure of Shehnai. The most famous shehnai player in India was Ustad Bismillah Khan (1913-2006), who was honoured with the title of 'Bharat Ratna' in 2001.

Fig. 7.7: Shehnai



Naga Svaram

The Naga Svaram is much longer than the Shahnai in size. It is also known as Nada Svaram, considered to be one of the most ancient and unique musical instruments of Tamil Nadu. It is extremely appropriate to call this instrument a rare combination of music and divinity, because of its consideration as a very auspicious instrument and is found in temples and on all festive occasions.

Sarod

The Sarod is amongst the famous Indian classical musical instruments. It is a stringed musical instrument. It is said that the main foundation of the Sarod seems to be the Rebab, a similar instrument that is said to have been invented in Afghanistan and Kashmir. It is also assumed that the Sarod is truly like a bass Rebab. The famous musician Ustad Amjad Ali Khan is a famous Sarod player. In 2001 he was honoured with 'Padma Vibhushan'.

Fig. 7.8: Sarod

Sarangi

The Sarangi is a bowed stringed instrument and representative of India. The word 'Sarangi' has been derived from two Hindi words, 'Sau', which means hundred and 'Rang', which means colour. It is called Sarangi because the sound of this musical instrument is very pleasing and communicative. It also indicates a varied range of musical forms. It is said that Sarangi is very close to human voice and that is why it is regarded as the best accompanying instrument in India.

Fig. 7.9: Sarangi

Santoor

The Santoor is a folk instrument of Kashmir. It is a popular instrument, mostly used in singing the Sufiana kalam. The santoor is a trapezoid-shaped musical instrument. It is usually made of walnut wood, with numerous strings and is said to be related to the shata-tantriveena of earlier times. A lightweight wooden hammer, used to play the santoor, is known as Mezrab. To play the Santoor, these mallets (mezrab) are held between the index and middle fingers.

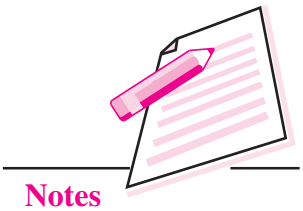
Fig. 7.10: Santoor

Mridanga

The literal meaning of Mridanga is 'body of clay'. It is one of the most important instruments in South India that provides rhythm to Carnatic music performances. Mridangam is a classical percussion instrument. It is known by the different names such as mridanga, mridangam, mrudangam and mrithangam. A smaller Mridanga is called the Khol or Srikhol in Bengal.

Gottu Vadyam

The Gottu Vadhyam is also known as chitraveena, chitra vina, maha nataka vina. It is a very rare instrument which is played in the Southern part of India.



Gottuvadhyam is 2-3 feet long and is like a hammered lute. Much like tambura, it is supported at the neck and has four strings. Sometimes, it is used as the secondary instrument accompanying Mridangam.

Chenda

Cylindrical in shape, Chenda is an extremely popular instrument in Kerala and some parts of Karnataka as well. It is a percussion instrument and is also called Chende in Karnataka. It usually accompanies Hindu religious art forms of Kerala. Chenda is used as accompaniment for Kathakali and Koodiyattam dances and social rituals in Kerala.

Rabab

Rabab is the national instrument of Arabs. It journeyed through Middle East and Afghanistan to reach India. It was the most popular instrument in Kashmir and also during Akbar's time. The rabab became famous because of Mian Tansen. Tansen's disciples can be classified into in two groups- the Rababiyas and Beenkaras. Ustad Pyar Khan and Bahadur Khan were known great Rababiyas.

Dhol, Dholak, Dhak

The Dhol is the most popular musical instrument and is an important part of folk music. There are various kinds of Dhols in India, varying from the sophisticated to the aboriginal tribes played by the common masses. Dhol is very much popular in Bengal. Dhol is smaller in size and quite popular in the North Indian regions. Dhak is a bigger size of Dhol and played during Bengal in the Puja ceremonies.

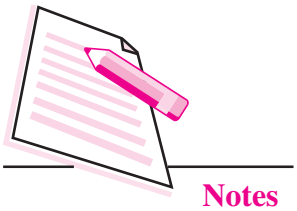
Khanjira

Khanjira is also called *Khanjari*. It is the oldest musical instrument played in folk songs and religious ceremonies. In South India, it has become an integral part of classical music.

Pakhawaj

Pakhawaj is a smaller size of South Indian Mridangam. It is the most popular part of the North Indian music. It is used in the Dhrupad style of singing. During the Mughal period it was one of the important musical instruments played with vocal music and dance.

The Indian music world was further enriched by the inclusion of western musical instruments such as, Violin, Harmonium, Guitar, Clarinet, and Mandolin.



Notes

ACTIVITY 7.1

When you hear the sound of the dhol it sets your entire body into motion. Listen to any 3 musical instruments and record your feelings and reactions both physical, emotional and spiritual and record them.

INTEXT QUESTIONS 7.1

1. Write a short note on Folk music.
2. How is Hindustani music different from the Carnatic music?

7.2.1 Dance

Dance is a natural phenomenon which originates from the aesthetic sense and feelings in form of physical actions and movements. This natural aesthetic and creative sense was related with religion to please the gods. By relating dance to religion, it acquired wider appreciation. But with the passage of time, there developed non-religious forms of dance. These may be called secular dances, which became a part of elite and court culture. The culture of dance is traceable from the Indus Valley Civilization. This was evident from two statues. The one from Harappa shows the torso of a male dancer and another is a figure of a dancing girl from Mohenjodaro. In Kautalya's Arthashastra, we come across reference of dancers being employed as spies.

During the medieval period, there were two kinds of dances. There were classical dances for the elite class and dancers for common masses i.e. those who performed in melas (fairs), streets, and bazaars. Merchants are also known to have maintained dancing girls and musicians and arranged their performance from place to place and time to time.

To enhance their skills they were trained. They wore beautiful ornaments and jewellery. In Gujarat, we come across references of male performers. Those who were accomplished in the art of dance were Mohanrao, Rangrao, Desirao and Kanhurao. The skill of dancing was known as *Paturbazi*. Thus the dancing girls were known by the name of *Patur* or *Patar.* These dancers were for rising esoteric feelings and worldly pleasures while there were religious persons, who performed dance for spiritual pleasure. We come across such performance, known as *Sama*, by the Sufis in the following painting of early seventeenth century. In temples also there were dancers known as *devdasis,* who performed to please God.

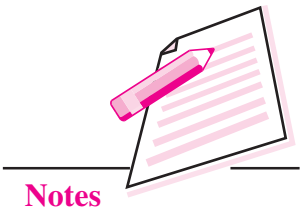


Fig. 7.11: Dancing Dervishes (Sufis), circa 1610 AD by Abul Hasan

We can divide the art of dance in two categories.

(1) Classical dances

(2) Folk dances

In lesson-11 you will read about some very popular classical dance forms prevalent in India like Bharatnatyam, Mohini Attam, Manipuri, Odissi, Kathakali, Kathak and Kuchipudi etc.

Folk Dances

Lai Haraoba

The literal meaning of Lai Haraoba is '"The festival of gods". The festival is celebrated in Manipur with a variety of dances showing the creation and destruction of the Universe. This dance was performed by special male and female worshippers known as Maiba and Maibi respectively.

Fig. 7.12: Lai Haraoba

Karagam

It is a dance form prevalent in Tamil Nadu. In this, dancers, while performing, move along with the cavalcade. During this process the main dancers balance pitchers on their heads full of rice and water. The cavalcade finally goes to the temple of goddess of rain and health. As per tradition this dance is performed in the month of August.

Fig. 7.13: Karagam

Jhika Dasain

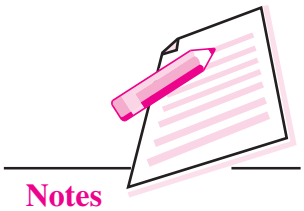
This is a very famous Folk dance in Santhal, Jharkhand, performed by Santhal tribe. The dance is a kind of worship. As per their belief, one can attain divine powers by performing this dance.

Jagar

Jagar dance form belongs to the North Indian region of Kumaun and Garhwal in Uttarakhand, and is performed to please the gods. Number of legendary and mythical stories are sung in the performance of this dance. Both men and women take part in this dance.

Bhaktaa

Bhaktaa is performed during the festival of Chaitra (the last month of the lunar calendar) in Mayurbhanj (Odisha). The festival is celebrated by the Oilmen community. It lasts for fifteen days.



Garba

Garba is a popular dance of Gujarat. The name Garba derived from the Sanskrit term *Garbha* (womb) and *Deep* (small lamp). The dance is performed during the occasion of Navratri festival. Traditionally Garba is performed around a centrally lit lamp or around the statue of the goddess Shakti. The celebration lasts for 9 nights. Both men and women take part in the dance. The dance draws a large crowd of visitors. In fact Gujarat is packed with tourists from all over the country around this time.

Fig. 7.14: Garba

Kavadi Aattam

The dance is associated with Tamil Nadu and performed only by male dancers. The origin of Kavadi is attributed to the ancient tradition of Tamil people when they go on pilgrimage. In order to entertain themselves they sing and dance during the long journeys. The dance is performed by balancing a pole with pots fixed on either end filled with milk or coconut water.

Gidda

A very popular and energetic folk dance of the Punjab, filled with colour and feminine grace. The dance is performed by women only. In Gidda no musical instrument is used except the *dhol* to provide some rhythm to the dance. The dance is performed in a circle with women singing and clapping.

Fig. 7.15: Gidda

Ghumar

Ghumar, a traditional folk dance of Rajasthan, was developed by the Bhil tribe. Later it was adopted by other communities of Rajasthan. The name Ghumar is derived from the term *ghoomna*. In this dance goddess Saraswati is worshipped.

Fig. 7.16: Ghumar

Lavani

Lavani comes from the word Lavanya which means beauty. This is one of the most popular forms of dance and music that is practised all over Maharashtra. Traditionally, the songs are sung by female artistes, but male artists may also occasionally sing Lavanis.

Fig. 7.17: Lavani

The dance form associated with Lavani is known as Tamasha. Lavani is a combination of traditional song and dance, which is particularly performed to the enchanting beats of 'Dholaki', a drum-like instrument. It is performed by attractive women wearing nine-yard saris.

Songs are sung in a quick tempo. The verve, the enthusiasm, the rhythm and above all the beats which has some what, redefined the term "bliss". Lavani originated in the arid regions of Maharashtra and Madhya Pradesh.

Bihu

Bihu dance is related with the festival of Bihu of Assam. Both men and women take part in the dance. The dance is performed with the traditional Bihu music of Assam. This Dance took various forms in Assam such as "Deori Bihu Dance", "Mising Bihu Dance" etc. However, the basic dance expression of both pain and happiness remains the same.

Morulem

This is the traditional folk dance of Goa performed during the Shigmo festival. Morulem derives its name from the 'Mor' (peacock). The dancers wear peacock feathers and flowery garlands around the neck. As per the tradition, the dance is performed to invoke the deities.

Dandiya

Dandiya is a famous folk dance associated with Gujarat. This dance is performed along with the Garba during the occasion of Navratri. The main difference

Notes

between the Garba and Dandiya is that Dandiya is performed with sticks and Garba performed by the various movements of hand and feet.

Bhangra

The dance is performed on the occasion of the harvest in Punjab. Bhangra is known to have been associated with the martial dance *'bagaa'* of Punjab. Apart from India Bhangra has been taken to other countries also by the Punjabis. The dance is basically performed on the beat of *dhol*, folk singing and *chimta.* The songs in Bhangra are sung with great energy and enthusiasm.

Kalbelia

Kalbelia is one of the most famous folk dances of the Rajasthan. It is performed by the Kalbelia tribe. The dance is part of their culture and both men and women take part in the performance. The main occupation of Kalbelia tribe was to catch snakes. Thus in dance also there is resemblance with many serpent moves.

ACTIVITY 7.2

You must have watched many dance performances in and around your neighbourhood especially on festivals. Pick up any two such dances and record your observations after an interview with them (a) who the dancers are and why they are dancing (b) does it have any religious significance. (c) what are the songs sung and what is their meaning. (d) then compare the feelings of the dancers and note with how much gaiety and how abundantly they used in their dance.

INTEXT QUESTIONS 7.2

1. Write a short note on any two folk dances of India.
2. Describe Morulem.
3. Write a note on dance.

7.2.2 Indian Theatre

The tradition of theatre is quite old and it is linked to the Vedas. The theatre signifies the drama and drama comprises three main elements i.e dialogues, music, and dance. In Sanskrit the words for drama are used *Nata, Nataka, Natya* (actor and drama). Further it is also known that is comes from the sanskrit root Nrit meaning 'to dance'. Thus drama originated from dancing. To beautify drama music was added to it. Dramas can be divided into following **categories.**

Fig. 7.18: Stage performance

(1) Stage Performance

The stage is technically known as *Jarjara.* There is an interesting legend about the origin of *Jarjara*. Jarjara is known as setting up of the flag staff of Indra. It was to keep the Danava or Rakshasa (demons) from creating any kind of obstacle or destruction in the performance and to provide strength to the performers. Dramas were created on religion, legend and historical themes. The oldest and the most reliable treatise on Indian drama is Bharata's 'Natyashastra.' To bring sanctity to music and drama it is considered the fifth *Veda.* Thus the actors participating in the drama are designated as *Bharata Putras.* In fact, sculptures are the main source for knowing physical poses and movements of Indian classical dances. How Indian music and dance influenced the Muslim elites of India can be seen from the anonymous writer's Persian treatise namely *Ghumyatu'l Munya composed* in 1374-75. Many Sanskrit words and terminologies were translated into Persian.

In the 13th century we come across women musicians and dancers. Nusrat Khatoon and her daughter were popular in this cultural art. Further in the second half of 16th century Abul Fazl enumerates the names of 36 male musicians.

(2) Street Theatre

Street theatre is basically performed in locales like street corners, the village square, in front of factories, car parks, shopping centres etc. They are mostly Socio-cultural and political in nature. The traditional distinction is blurred between the audience and the performers in street plays. Street theatre also includes other performances on the road side like magical shows, *Tamasha*, mimickery etc. These street shows are very old in nature and even during the medieval Indian society the traces of these street shows can be seen. Tavernier, a seventeenth century French traveller mentions an interesting street show on his way to Surat from Agra by the jugglers. He writes, "On arrival one day when returning from Agra to Surat with the English president, some jugglers

immediately came to ask him whether he desired them to show him some examples of their art; these he was curious to see. The first thing they did was to kindle a large fire, and heated iron chains to redness; with these they wound their bodies, making believe that they experienced some pain, but not really receiving any injury. Next, having taken a small piece of stick, and planting it in the ground, they asked one of the companies what fruit he wished to have. He replied that he desired mangoes, and then one of the conjures, covering himself with a sheet, stooped to the ground five or six times. I had the curiosity to ascend to a room in order to see from above, through an opening of the sheet, what this man did, and I saw that he cut himself under his armpit with a razor, and anointed the piece of wood with his blood. Each time that he raised himself, the stick increased under the eye, and at the third time it forth branches and brought buds. At the fourth time the tree was covered with leaves, and at the fifth we saw flowers themselves."

Puppet Show

Puppet is one of the most outstanding and remarkable inventions of Indian people. The origin of Puppet is traced to the 2nd century BC text *Silappadikaram.* The root of the word puppet is derived from the Latin word Pupa means 'doll'. The themes of puppet shows are generally taken from the epics the Ramayana and the Mahabharata. It contains all the creative arts like painting, sculpture, drama, music and dance etc. In India are finds almost all types of puppetry.

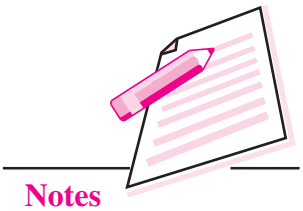
(1) String Puppet

(2) Shadow Puppet

(3) Rod Puppet

(4) Glove Puppet

Fig. 7.19: Puppet show



String Puppet- This form of Puppet is used to provide flexibility to puppets. They have jointed limbs controlled by strings. This form of Puppet theatre is more prevalent in Rajasthan, Odisha, Tamil Nadu and Karnataka.

Shadow Puppets- Shadow puppets are flat figures carved out of leather. They are pressed against the screen and light is put behind the screen to create a colourful shadows for the audience sitting in front of the screen. This form of Puppet theatre is popular in Andhra Pradesh, Maharashtra, Tamil Nadu, Kerala and Karnataka.

Glove Puppet – Glove puppets are also known as hand or palm puppets. These are controlled by the hand of the puppeteer. The first finger inserted in the head and the middle finger and the thumb are the two arms of the puppet. The movement, through these fingers makes the puppet alive.

Rod Puppet – This puppet form is controlled by the rods from below. It is like a glove puppet but is much larger in size. This form of puppetry is found in West Bengal and Odisha.

Nukkad Natak

Nukkad Natak is one of the forms of the Street Plays. The heritage of street show continues. The nature and theme is changed, for instance Nukkad Natak carries the theme of the socio-political problems. The motive behind the Nukkad Natak is to create awareness in the people about the contemporary issues. These are so popular among the masses that several academies have been established by the different names such as Jan Natya Manch, Aatish and Yog Jyoti India Foundation to propogate the Nukkad Natak, Safdar Hashim, is among the celebrated exponents of Nukkad Natak. Just for the cause of the art of Nukkad Natak, he sacrificed his life on January 2, 1989.

ACTIVITY 7.3

Watch a puppet performance in your neighbourhood and record the following observations mode by you- (1) who are the performers and where do they come from (2) how old is the tradition of performance in their family (3) what kind of puppets they are using (4) what messages are they trying to convey to the people. (5) then ask the people their reactions who are watching this performance. (6) finally give your own observatories and identify (a) the similarity (b) dissimilarity in the performance in your records.

INTEXT QUESTIONS 7.3

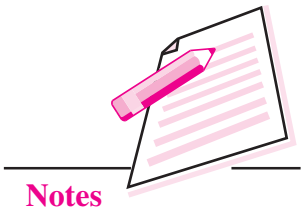
1. Discuss the early evolution of theatre.
2. Write a short note on Nukkad Natak.
3. Write a note on the legend about the origin of the *Jarjara.*

WHAT YOU HAVE LEARNT

- There are some prominent musicians whose name will always remain eternal. They are (1) Hazrat Amir Khusrau and (2) Miyan Tansen.
- South Indian music popularly known as Carnatic music is identified with Bhakti Saints, who sang in praise of God and associated themselves with the temple rituals from the 8^{th} century.
- In western Rajasthan there is a community known as Dadis. Their profession was to accompany the rulers in the battlefield and to encourage soldiers to fight against the enemy.
- Folk music is a part of common masses and local tradition.
- In Kashmir the most popular folk music are the Chhakri, Tambur Naghma and Bcha Naghma. These are sung in chorus with often a little dancing.
- Various Indian musical instruments that are used by famous singers and performers are: Flute, Tanpura, Tabla, Veena, Sitar, Shehnai, Sarod, Sarangi, Santoor, Mridanga etc.
- Some very popular dance forms prevalent in India are Bharatnatyam, Mohini Attam, Manipuri, Odissi, Kathakali, Kathak and Kuchipudi.
- Drama comprises three main elements i.e dialogues, music, and dance.
- Dramas can be divided into following categories: (a) Stage Performance, (b) Street Theatre (c) Puppet Show (d) Nukkad Natak.

TERMINAL EXERCISE

1. Discuss with suitable examples the evolution of various forms of Music in India.
2. Write a descriptive note on different musical instruments in India.
3. What are the different forms of Classical dances in India? List them.



4. Discuss the early evolution of dance in India.
5. What do you understand by Street Theatre? Give the description noted by Tavernier about the street show during his travel from Agra to Surat.
6. Discuss the different forms of Puppetry in India.

ANSWER TO INTEXT QUESTIONS

7.1

1. Deals with music enjoyed by the common people on the melas, festivals/ marriages.
2. Hindustani music is a blend of Indo-Turkish style while Carnatic music is related to music played for gods.

7.2

1. Dandiya performed on the occasion of Navratri, kalbelia a tribal dance done on the movements of the snake.
2. Dance of Goa performed during the shingro festival.
3. Dance is a natural phenomenon which originates from aesthetic sense and feelings in form of physical action and movements. We can divide the art of dance in two categories: (i) classical dance (ii) folk dance.

7.3

1. The Ramayan and the Mahabharata
2. It was setting up of the flag stay on the stage to prevent any danava or Rakshasa known destroying any stage performance.

Notes

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8

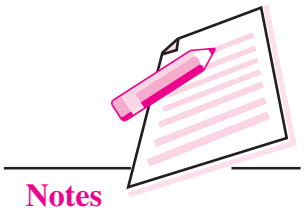
INDIAN ARCHITECTURE AS TOURIST ATTRACTION

Travelling through the cities of Delhi, Agra, Jaipur, Mumbai and Kolkatta besides many others the Indian and foreign tourist will find many beautiful buildings. These may be monuments, palaces, temples, churches, mosques and memorials. Many generations have been a part of this architecture which stands mighty and lofty reminding us of that glorious past which has been ours. That is why art and architecture forms an important part of Indian culture. Many distinctive features that we find in the architecture today developed throughout the long period of Indian history. The earliest and most remarkable evidence of Indian architecture is found in the cities of the Harappan Civilization which boasts of a unique town planning. In the post Harappan period architectural styles have been classified as Hindu, Buddhist and Jain, The medieval period saw the synthesis of Persian and indigenous styles of architecture. Thereafter the colonial period brought the influence of Western architectural forms to India. Thus Indian architecture is a synthesis of indigenous styles and external influences which has lent it a unique characteristic of its own. It therefore becomes very important for you as a student of this interesting and important course to know more about Indian architecture as well as the monuments associated with it so that you guide yourself as well as your tourist clients.

OBJECTIVES

After studying this lesson, you will be able to:

- identify the main characteristics and various styles of Indian architecture and sculpture of different times;
- trace the evolution of Indian architecture over the years;



- recognize the contribution of Buddhism and Jainism to the development of Indian architecture;
- describe the role played by Gupta, Pallava and Chola rulers in the flourishing temple architecture of India;
- identify the different influences that marked the architectural impressions of the medieval period and
- point out the important architectural style under the colonial regime.

8.1 ARCHITECTURE-ORIGINS AND INDIAN PERSPECTIVE

Indian Architecture evolved in various ages in different parts and regions of the country. Apart from these natural and obvious evolutions from the pre-historic and historic periods, evolution of Indian architecture was generally affected by many great and important historic developments. Naturally, the emergence and decay of great empires and dynasties in the sub-continent, each in their way influenced the growth and shaped the evolution of Indian architecture. External influences have also shaped the nature of Indian architecture and so has the influence of different regions of the country. These differences can be seen by the tourists when they go visiting these places.

Architecture is not a modern phenomenon. It began as soon as the early cave man and woman began to build their own shelters to live in. It also awakened their search for larger and better-sheltered spaces which they began to build, with an inherent aesthetic sense, that seemed pleasing to the eye. So there emerged architecture which was a combination of needs, imagination, capacities of the builders and capabilities of the workers. It also accommodated the local and regional cultural traditions and social requirements, economic prosperity, religious practice of different times. The study of architecture reveals to us the cultural diversities and helps us understand the rich traditions of India.

8.2 HARAPPAN PERIOD

A very exciting place for the tourists to visit and study are the sites of the Indus Valley civilization some of which are found in India. The excavations at Harappa and Mohenjodaro and several other sites of the Indus Valley Civilisation revealed the existence of a very modern urban civilisation with expert town planning and engineering skills. The very advanced drainage system along with well planned roads and houses show that a sophisticated and highly evolved culture existed in India. Apparently the Harappan people had constructed mainly three types of buildings-dwelling houses, pillared halls and public baths. If you want tourism

to be a part of your profession you must know some facts to tell the tourists whom you may like to guide.

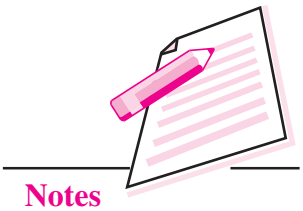
The most important features of Harrapan architecture are their superior town planning skills and cities that have been built on a clear geometric pattern or grid layout. Roads cut each other at right angles and were very well laid out. As the Indus Valley settlements were located on the banks of the river, they were often destroyed by major floods. In spite of this calamity, the Indus Valley people built fresh settlements on the same sites. Thus, layer upon layer of settlements and buildings were found during excavations. The decline and final destruction of the Indus Valley Civilization, sometime around the second millennium B.C.E. remains a mystery to this day. Lothal, a site in Gujarat also has the remains of a dockyard proving that trade flourished in those times by sea.

> Many thick layers of well baked bricks laid in gypsum mortar were joined together for the purpose of making the whole construction very strong. The strength of the buildings can be seen by the fact that they have successfully survived the ravages of at least five thousand years.

The Harappans had the knowledge and skill of sculpting and craft. The world's first bronze sculpture of a dancing girl has been found in Mohenjodaro. A terracotta figure of a male in a yogic posture has also been excavated. Beautiful personal ornaments, soft stone seals with a pictorial script and images of humped bulls, Pashupati unicorn have also been excavated.

The Vedic Aryans, who came next, lived in houses built of wood, bamboo and reeds; the Aryan culture was largely a rural one and thus one finds some examples of grand buildings. This was because Aryans used perishable material like wood for the construction of royal palaces which have been completely destroyed in the course of time. The most important feature of the Vedic period was the making of fire altars which is became an important and integral part of the social and religious life of the people even today. In many Hindu homes and especially in their marriages, these fire altars still play an important role. Soon courtyards and *mandaps* were built with altars for worship of fire which was the most important feature of architecture. We also find references of Gurukuls and Hermitages. Unfortunately no structure of the Vedic period remains to be seen. Their contribution to the architectural history is the use of wood along with brick and stone for building their houses.

In the 6th century B.C.E. India entered a significant phase of her history. There arose two new religions - Jainism and Buddhism which helped in the development



of early architectural style. The Buddhist Stupas were built at places where Buddha's remains were preserved and at the major sites where important events in Buddha's life took place. Stupas were built of huge mounds of mud, enclosed in carefully burnt small standard bricks. One was built at his birthplace Lumbini; the second at Gaya where he attained enlightenment under the Bodhi Tree, the third at Sarnath where he gave his first sermon and the fourth at Kushinagar where he passed away attaining Mahaparinirvana at the age of eighty.

Buddha's burial mounds and places of major events in his life became important landmarks for tourists as they were significant architectural buildings in the country. These became important sites for Buddha's order of monks and nuns - the sangha. Monasteries (viharas), and centres of preaching, teaching and learning came up at such places. Congregational halls (chaitya) for teaching and interaction between the common people and the monks were also built.

From now on religion began to influence architecture. While Buddhists and Jains began to build Stupas, Viharas and Chaityas, the first temple building activity started during the Gupta rule. This knowledge will help you to understand the importance of these places as of tourist interest.

INTEXT QUESTIONS 8.1

1. What do you understand by the evolution of Indian architecture?
2. How did Harappans protect their civilization?
3. How were the engineering skills of Harappan people evident?
4. When was the first temple built in India?

8.3 EARLY HISTORIC PERIOD

In the Mauryan period (322-182 B.C.E.) especially under Ashoka, architecture saw a great advancement. Mauryan art and architecture depicted the influence of Persians and Greeks. During the reign of Ashoka many monolithic stone pillars were erected on which teachings of '*Dhamma*' were inscribed. The highly polished pillars with animal figures adorning the top (capitals) are unique and remarkable. The lion capital of the Sarnath pillar has been adopted as the national emblem of the Indian Republic. Each pillar weighs about 50 tonnes and is about 50 ft high.

Figure 8.1 Buddhist stupa at Sanchi

The stupas of Sanchi and Sarnath are symbols of the achievement of Mauryan architecture. The gateways of the Sanchi Stupa with the beautiful sculpture depicting scenes from Jataka stories are specimens of the skill and aesthetic sense of the artisans. (Figure 8.1)

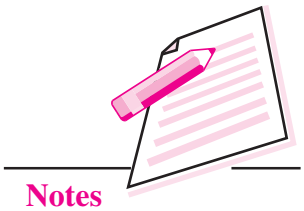
The blending of Greek and Indian art led to the development of Gandhara art which developed later. Life-like statues of Buddha and Bodhisattavas were made in the likeness of Greek god and were in stone, terracotta, cement like material and clay.

Figure 8.2

Figure 8.3

Nagarjunkonda

Nagarjunkonda is another place that is famous for Buddhist architecture. The Gupta period marks the beginning of the construction of free-standing Hindu temples. An example of this is the temple at Deogarh (Jhansi district) which had a central shrine or garbhagriha where the image of the deity was placed. Another temple at Bhitargaon (Kanpur district) are two fine examples of this period. (Figure 8.2 and 8.3)



Cave architecture

The development of caves architecture is another unique feature and marks an important phase in the history of Indian architecture. More than a thousand caves have been excavated between the second century B.C.E. and the tenth century C.E. Famous among these were Ajanta and Ellora caves of Maharashtra, and the Udaygiri cave of Orissa. These caves hold Buddhist viharas, chaityas as well as mandapas and pillared temples of the Hindu gods and goddesses.

Figure 8.4 Group of Monuments at Mahabalipuram

Rock-cut temples

The earliest rock-cut temples were excavated in western Deccan in the early years of the Christian era. The chaitya at Karle with fine high halls and polished decorative wall is a remarkable example of rock-cut architecture. The Kailash temple at Ellora built by the Rashtrakutas and the ratha temples of Mahabalipuram built by the Pallavas are other examples of rock-cut temples. Most probably the stability and permanence of rocks attracted the patrons of art and builders who decorated these temples with beautiful sculptures. (Figure 8.4)

Free-standing temples

The temple building activities that began during the Gupta rule continued to flourish in later periods. In southern India the Pallavas, Cholas, Pandyas, Hoyshalas and later the rulers of the Vijaynagar kingdom were great builders

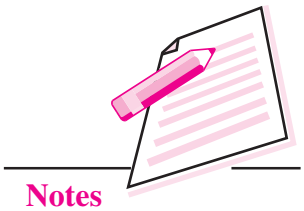
of temples. The Pallava rulers built the shore temple at Mahabalipuram. The Pallavas also built other structural temples like Kailashnath temple and Vaikuntha Perumal temples at Kanchipuram. The Cholas built many temples, most famous being the Brihadeshwara temple at Tanjore. The Cholas developed a typical style of temple architecture of South India called the Dravida style, complete with Vimana or Shikhara, high walls and the gateway topped by gopuram. Magnificent temples were built at Belur, Halebid where the stone engravings reached even greater heights.

In north and eastern India magnificent temples were also constructed and the style followed by them is referred to as the Nagara style. Most of them consisted of the shikaras (spiral roofs), the garbhagriha (sanctum) and the mandap (pillared hall).

Orissa has some of the most beautiful temples such as the Lingaraja temple built by the Ganga rulers and the Mukteshwara temple at Bhubaneshwar and the Jagannath temple at Puri. The Sun Temple at Konark was built in the thirteenth century by the eastern Ganga ruler Narshimha Deva I. The temple is dedicated to Surya (the sun god) and has been designed as a twelve-wheeled chariot.

The temple complex at Khajuraho was built by Chandella rulers between the tenth and eleventh centuries in the Bundelkhand region of Madhya Pradesh. Most important among them is the Kandariya Mahadev temple. (Figure 8.5)

Figure 8.5 Kandariya Mahadev Temple



Mount Abu in Rajasthan is known for the Dilwara temple dedicated to Jain tirthankaras. These were built in pure white marble and adorned with exquisite sculpture. These were built under the patronage of Solanki rulers.

Somnath temple at Gujarat, Vishwanath temple at Banaras, Govinda temple at Mathura, Kamakhya temple at Guwahati, Shankaracharya temple at Kashmir and the Kali temple at Kalighat of Kolkata are some other important temples which bear testimony to temple building activity of the Indian sub continent.

INTEXT QUESTIONS 8.2

1. Name the two stupas that show the achievement of Mauryan architecture.
2. Where were the teachings of Dhamma inscribed in Ashoka is reign?
3. Name some schools of sculptural art in India.
4. Where are Udaygiri caves?
5. Who built the Kailash temple of Ellora?
6. Who built the Ratha temples at Mahabalipuram?
7. What is Dravida style of architecture?
8. Name the temple built by Chola king at Tanjore.
9. Define Nagara style of architecture.
10. Who built the Sun temple at Konark?
11. Name the famous Jain temple at Mount Abu, Rajasthan.

8.4 MEDIEVAL PERIOD ARCHITECTURE

Delhi Sultanate

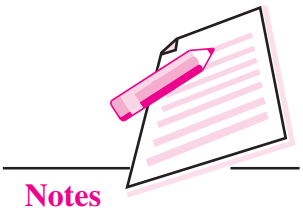
With the arrival of Turks during the thirteenth century came a new technique of architecture- the architectural styles of Persia, Arabia and Central Asia. The engineering features of these buildings were the domes, arches and minarets. The palaces, mosques and tombs built by the rulers had features which were blended with the features of the indigenous architecture and a new synthesis in architecture was achieved. This happened because the Turkish rulers of Delhi utilized the services of the local Indian craftsmen who were very skillful and had already constructed beautiful buildings. As a result in the buildings that came up, we find the simplicity of the Islamic structure as well as the detailed sculptures and designs they made on their own indigenious structures. A middle path was followed in all their designs in the architecture of this period i.e. there was a blending of the Islamic with the indigenous styles.

Figure 8.6 Qutub Minar, Delhi

The earliest building of this period is the Mosque in Delhi and the Qutub Minar. The latter is a tower, whose height is 70 metres. It is a tapering tower that has five stories. There are beautiful engravings of calligraphy both in the mosque and on the tower. Many other buildings were later constructed by the Sultans. Ala-ud-din Khalji enlarged the Quwwat-ul-Islam mosque and built a gateway to the enclosure of the mosque. This gateway is called the Alai Darwaja and is one of the most beautiful architectural designs even today. Decorative elements were used to make the building outstanding in its beauty. He also built the Hauz Khas in Delhi which was a hydraulic structure. The tomb of Mohammad Tughlaq, Firoz Tughlaq and the forts of Tughlaqabad are some examples. Though their buildings were not beautiful, they had very strong walls, massive as well as impressive. During the Afghan rule the tombs of Ibrahim Lodi at Delhi and Shershah's tomb at Sasaram were built. The architecture of this period also shows how indigenous styles were adopted and utilized by the builders. During these years, the Turks were still in the process of settling down. The rulers were threatened by the Mongols, who made sudden invasions from the north. This is why the buildings of this period are strong, sturdy and practical.

Regional Kingdoms

With the establishment of regional kingdoms in Bengal, Gujarat and the Deccan, beautiful buildings having their own style were constructed. The Jama Masjid, the Sadi Saiyyad Mosque and the shaking towers at Ahmadabad are a few examples of this architecture. In Mandu (central India) the Jama Masjid, Hindola Mahal and Jahaz Mahal were built. In the Deccan, the Sultans erected a number of buildings. The Jama Masjid at Gulbarga, the Madarsa of Mahmud Gawan at Bidar, Ibrahim Rauza, Gol Gumbaz at Bijapur and the fort at Golconda are



just a few famous buildings. Gol Gumbaz has the largest dome in the world. All these buildings vary in design and style from the buildings of north India. In Bengal the oblong shape of many structures and the peculiar style of roof construction were some of the distinctive features of the regional architecture of Bengal like the Adina mosque and the tomb of Jallal-ud-din at Pandua, Khil Darwaza and Tantipara mosque at Gaur. In Jaunpur, the Atala mosque built by the Sharqui rulers had a gigantic screen covering the dome while the tomb of Hoshang Shah at Malwa is made entirely of marble and is made of yellow and black marble inlay work beautifully done by craftsmen. The rulers of Vijayanagar, an empire which was established during this period, also erected many beautiful buildings and temples and had a number of achievements to their credit. Though only ruins remain, the temples of Vithalswami and Hazar Rama at Hampi are good examples.

Mughals

The coming of the Mughals brought a new era in architecture. The synthesis of style which began earlier reached its zenith during this time. The architecture of Mughal style started during Akbar's rule Humayun's Tomb at Delhi is a Mughal architectural masterpiece. In this magnificent building red stone was used. It has a main gateway and the tomb is placed in the midst of a garden. Many consider it a precursor of the Taj Mahal. Akbar built forts at Agra and Fatehpur Sikri. The Bulund Darwaza reflects the grandeur of the mighty Mughal Empire. This building was made following Akbar's victory over Gujarat. The Arch of the Buland Darwaza is about 41 m high and is perhaps the most imposing gateway in the world. The tomb of Salim Chishti, Palace of Jodha Bai, Ibadat Khana, Birbal's House and other buildings at Fatehpur Sikri reflect a synthesis

Figure 8.7 Agra Fort

of Persian and Indian elements. During the reign of Jehangir, Akbar's Mausoleum was constructed at Sikandra near Agra. He built the beautiful tomb of Itimad-ud-daula which was built entirely of marble. Shahjahan was the greatest builder amongst the Mughals. He used marble extensively. Decorative design in inlay work, (called pietra duro) beautiful arches and minarets were the features of his buildings. The Red Fort and Jama Masjid of Delhi and above all the Taj Mahal are some of the buildings built by Shahjahan. The Taj Mahal, the tomb of Shahjahan's wife, Mumtaz Mahal is built in marble and reflects all the architectural features that were developed during the Mughal period. It has a central dome, four elegant minarats, gateway, inlay work and gardens surrounding the main building. The Mughal style of architecture had a profound influence on the buildings of the later period. The buildings showed a strong influence of the ancient Indian style and had courtyards and pillars. For the first time in the architecture of this style living beings- elephants, lions, peacocks and other birds were sculptured in the brackets.

A unique architectural development in the Mughal time was the beautiful gardens developed around the tombs and other buildings. The Shalimar Gardens in Kashmir and Lahore were developed by Jahangir and Shah Jahan respectively. The Mughals encouraged cultural and architectural growth of India.

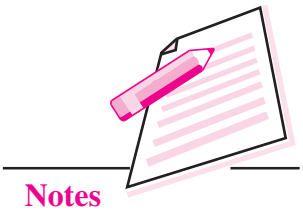
INTEXT QUESTIONS 8.3

1. What was the style of architecture of the Turks?
2. Name some of the tombs and mosques constructed during the Sultanate period?
3. Which is the largest dome in the world?
4. What is pietra dura?
5. Which building reflects the grandeur of the mighty Mughal Empire?

8.5 COLONIAL ARCHITECTURE AND THE MODERN PERIOD

Next came the British who ruled the country for 200 years and left behind a legacy of colonial style architecture in their buildings.

Some important Europeans who started coming from the sixteenth century C.E constructed many churches and other buildings. Portuguese built many churches in Goa, the most famous of these are Basilica Bom Jesus and the chruch of Saint Francis. The British also built administrative and residential buildings which reflect their imperial glory. Some Greek and Roman influence can be observed in the colonnades or pillared buildings. The Parliament House and Connaught Place in Delhi are good examples. The architect Lutyens, designed Rashtrapati



Bhavan, formerly the Viceroy's residence. It is built of sandstone and has design features like canopies and jaali from Rajasthan. The Victoria Memorial in Kolkatta, the former capital of British India, is a huge edifice in marble. It now houses a museum full of colonial artifacts. Writer's Building in Kolkatta, where generations of government officers worked in British times, is still the administrative center of Bengal after independence. Some Gothic elements can be seen in the church buildings like St. Paul's Cathedral in Kolkatta. The British also left behind impressive railway terminals like the Victoria Terminus in Mumbai. More contemporary styles of building are now in evidence, after Independence in 1947. Chandigarh has buildings designed by the French architect, Le Corbusier. In Delhi, the Austrian architect, Stein, designed The India International Centre where conferences are held by leading intellectuals from all over the world and more recently, the India Habitat Centre which has become a centre of intellectual activities in the capital.

In the past few decades, there have been many talented Indian architects, some trained in premier schools of architecture like the School of Planning and Architecture (SPA) in Delhi. Architects like Raj Rewal and Charles Correa represent this new generation Raj Rewal has designed the SCOPE Complex and Jawahar Vyapar Bhavan in Delhi. He takes pride in using indigenous building material like sandstone for construction and also combines steps and open spaces from the plazas of Rome.

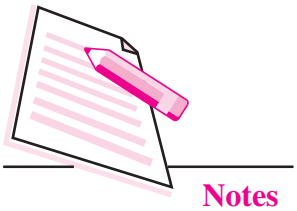
In domestic architecture in the last decade, Housing Cooperative Societies have mushroomed in all metropolitan cities combining utility with a high level of planning and aesthetic sense.

INTEXT QUESTIONS 8.4

1. Which were the most famous churches at Goa built by the Portuguese?
2. Name the architect who designed the Rashtrapati Bhavan.
3. Which architectural style can be observed in buildings built during British Empire in India?
4. What is contained in the Victoria Memorial building in Kolkatta these days?
5. Who designed the city of Chandigarh?
6. Name the architect who designed the India International Centre of Delhi.
7. Name some famous architects of modern India.

8.6 TOWNS AND CITIES IN INDIA

In this lesson you have read about the architecture of the ancient, medieval and modern periods in India. In the previous section you read about the School of



Notes

Planning and Architecture in Delhi. You can see that Planning goes with Architecture. Do you know that Planning is actually Town Planning, which is linked with urban development? It is evident that when we think or talk of architecture, we have to think of the related idea of town planning or urban development. In this section we will learn about the growth and development of towns and cities in India. It is indeed an interesting story. We would also spend some time in going into details about the four major cities of contemporary India - Chennai, Mumbai, Kolkata and Delhi. We will trace the origin of these cities and learn about their important structures and buildings.

You would be surprised to know that starting from the Harappan civilization, India has had a very long history of town planning, which can be traced back to 2350 B.C.E. As you have already learnt, the two cities of Harappa and Mohenjo-Daro had an elaborate drainage system, roads which cut each other at right angles, a citadel which was built on a high ground and in the lower parts lived the rest of the population. Kalibangam in Rajasthan and Surkotada in Kutch had similar city structure. From 600 B.C.E. onwards, we come across more towns and cities that were associated with both Aryan as well as Dravidian civilization. These were Rajgir, Varanasi, Ayodhya, Hastinapur, Ujjain, Sravasthi, Kapilavastu and Kausambhi besides many others. We also come across many towns in the Mauryan period known as Janapadas (small towns) and Mahajanapadas (big towns).

With the coming of the Muslims to India, the scene changed. Islamic influence became evident in the towns. Mosques, forts and palaces now dotted the urban scene. According to Abul Fazal, there were 2,837 towns in 1594 C.E. This was mainly because many larger villages were transformed into smaller towns which came to be called qasbas. These qasbas soon came to be occupied by local artisans and crafts persons, who started specializing in their chosen craft, for example leather works and marble in Agra. Sind specialized in cotton textiles, silk etc, while Gujarat excelled in the art of weaving gold and silk threads and made brocades that were often exported to other countries.

Later, during the 16th century, the Europeans came to India through the sea route and thus began the establishment of new port towns like Panaji in Goa (1510), Bombay in Maharashtra (1532), Machilipatnam (1605), Nagapattnam (1658), Madras (1639) in the south and Kolkatta (1690) in the east. The reason why these new port towns were developed by the British was that during this time England had developed into a leading industrial economy of the world, while India was the leading supplier of raw materials for the British industries as well as a potential major buyer of these goods. After 1853, railway lines were also laid out by the British to carry goods from the interiors to the ports or

connecting areas which supplied raw materials or received finished goods. By 1905, nearly 28,000 miles of rail lines had been spread to serve the economic, political and military interests of the British. Post and telegraph lines were also laid which were needed for communication purposes.

By the beginning of the 20th century, Bombay (now Mumbai), Kolkatta (now Kolkata) and Madras (now Chennai) had become well known important cities for administration, commerce as well as industries. Some places like Dalhousie Square in Kolkatta, Fort St. George in Madras, Connaught Place in Delhi and the sea shores of Marine Drive in Bombay reminded the Europeans of their home in England. But they also wanted the coolness of their environs which they had back home in Europe. So new centres developed in the hill stations near these big cities to beat the sultry summer months of India, e.g. Mussoorie, Simla and Nainital in the North; Darjeeling and Shillong in the East; Nilgiri and Kodaikanal in the South.

New residential areas like Civil Lines and Cantonments came up in towns. The area where civilian administrative Officers lived was called Civil Lines, while cantonments were areas meant for the British Army Officers. Do you know that even today these two areas are meant for the elite in the administration and the army as in those days?

INTEXT QUESTIONS 8.5

1. Name 5 cities that came up in the ancient period in India.

   i) ....., ii) ....., iii) .....,

   iv) ....., v) .....

2. Name 5 places where ports were set up by the British.

   i) ....., ii) ....., iii) .....,

   iv) ....., v) .....

3. Name 5 Hill Stations developed by the British.

   i) ....., ii) ....., iii) .....,

   iv) ....., v) .....

4. Who lived in the Civil Lines?

5. What was the Cantonment meant for?

Notes

In this section a list of some famous palaces in India. It will make your study very interesting if you find out some information on them e.g.

a. Who built them?

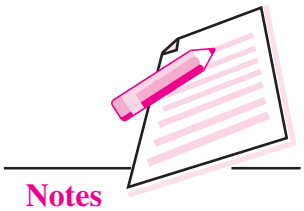
b. Details about theses palaces.

c. What is the position of theses palaces now?

If you want to be a tourist guide or open a business for tourism purposes, it will help you, even if you want to know more about these places for your interest it will be good to know about your own culture

A) Palaces in India

- Khas Mahal, Agra Fort, Agra
- Mysore Palace, Mysore
- Lake Palace, Udaipur
- Umaid Bhavan Palace, Udaipur
- Agra Fort - former royal residence of the Moghul, Agra
- Aina Mahal - royal residence of ruler of Kutch.
- Amber Palace (Amber Fort) - former royal residence, Jaipur
- Amba Vilas Palace–Mysore
- Bangaluru Palace - Bangaluru
- Chatrapati Shuhu palace - former royal residence of Chatrapati Shahu Maharaj Kolhapur
- Cheluvamba Vilas Palace-Mysore
- Chowmahalla Palace - Hyderabad
- City Palace, Jaipur - Seat of the Maharaja of Jaipur
- City Palace, Udaipur - Seat of the Maharana of Udaipur
- Candra Mahal, Jaipur
- Delhi Red Fort - former seat of the Mughal emperor at Delhi
- Falaknuma Palace - royal residence, Hyderabad
- Fatehpur Sikri - former royal residence of Emperor Akbar
- Gohar Mahal - former royal residence, Bhopal
- Gorbandh Palace, Jaisalmer



- Grand Palace, Srinagar - former royal residence, today hotel, Srinagar
- Hawa Mahal (Palace of Winds) - former royal residence, Jaipur
- Hill Palace, Tripunithura, Cochin - former Royal Residence of Maharaja of Cochin, now one of the largest archaeological museums in India
- Jag Mohan Palace-Mysore
- Jag Mandir - former residence of Shah Jahan, Udaipur
- Jag Niwas (Lake Palace) - former royal residence, Udaipur
- Jal Mahal - former royal residence, today hotel, Jaipur
- Jaya Lakshmi Vilas Palace-Mysore
- Jai Vilas Palace - Seat of the Maharaja of Gwalior
- Jaisalmer Fort - Seat of the Maharaja of Jaisalmer
- Karanji Vilas Palace-Mysore
- Kangra Fort - Seat of the Maharaja of Kangra-Lambagraon
- Khasbagh Palace - Palace of the Maharaja of Rampur
- King Kothi Palace - Palace of VII Nizam, Osman Ali Khan
- Kowdiar Palace- Residence of the Travancore Royal Family
- Lalgarh Palace - former royal residence, today hotel, Bikaner
- Laxmi Vilas Palace - Seat of the Maharajah of Baroda
- Laxmipuram Palace - Kerala
- Lalith Mahal Palace-Mysore
- Lokranjan Mahal-Mysore
- Marble Palace - Kolkata
- Mattancherry Palace (Dutch Palace), Cochin - former Royal Residence of Maharaja of Cochin, archeological museum at present.
- Narain Niwas Palace - former royal residence, today hotel, Jaipur
- New Palace - Seat of Maharaja of Kolhapur
- Padmanabhapuram Palace - Seat of the Maharaja of Travancore
- Prag Mahal - royal palace of rulers of Kutch
- Purani Haveli - Seat of the Nizam of Hyderabad

- Rajendra Vilas Palace - Mysore
- Raj Mahal Palace - former royal residence, Jaipur (today hotel)
- Rajbari - Seat of the Maharaja of Cooch Behar
- Rambagh Palace - former residence of the Maharaja of Jaipur (today hotel)
- Samode Palace - former royal residence, today hotel, Jaipur
- Shaniwar Wada, Pune - royal residence of Peshwas
- Shaukat Mahal - former royal residence, Bhopal
- Thanjavur Nayak - Thanjavur (Tanjore) Nayak Palace, Thanjavur
- Umaid Bhawan Palace - Seat of the Maharaja of Jodhpur
- Uparkot Fort - former seat of the Nawab of Junagadh, Gujarat
- Vasanth Mahal Palace-Mysore
- Vijay Vilas Palace, Mandavi - royal residence of rulers of Kutch.

B) Museums

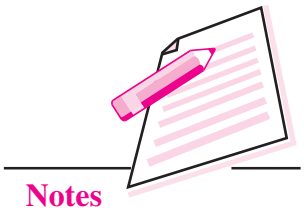
Museums form the part of Conservatories. India has large number of museums which are pull factors for Tourists. Therefore, only major and most popular museums have been described here.

Top Museums in India

Hawa Mahal Museum: It is inside the confines of the Hawa Mahal situated in Jaipur City. Built by Maharajah Sawai Pratap Singh in 1799, it has a honeycomb structure just like the Palace itself with the windows so made for the easy passage of air throughout the year. Famously known as the Palace of Winds, it has thousands of small windows. If you look from outside, from a distance, it looks like a beehive. It has been so made that the winds can come and go through the Palace throughout the year keeping the Palace temperature as per the changing seasons. Manuscripts Gallery, Armory Gallery and Coin Gallery are the main attractions of this museum.

Kolkata Indian Museum has many surprises. There are six sections - Archeology, anthropology, geology, zoology, industry and art. It is so large that it takes at least three days to see the entire Museum.

Jaigarh Fort Museum gives a splendid image of the Rajputana and Mughal architecture and way of their lives. It is one of the unique showcases of the



Rajasthani Culture and regime. One can see the royalness of Rajasthan not only in this museum but also in the sands which surround the roads of Rajasthan.

Karnataka Government Museum is the oldest Museum in the country. It is one of the best showcases of the heritage of Karnataka. It represents the best and the unique examples of the museum.

Maharaja Sawai Singh Museum

One of the most elegant and well kept museums. Constructed in 1959, it depicts the bygone era in a contemporary manner, filled with the aura of the royals.

National Museum at New Delhi

It is one of the largest museums in India. Established in 1949, it holds a variety of articles ranging from pre-historic era to modern works of art. The museum has 200,000 works of art, both of Indian and foreign origin, covering over 5,000 years.

It also houses the National Museum Institute of History of Art, Conservation and Museology established in 1983 and now a Deemed University since 1989, and run Masters and Doctoral level courses in History of Art, Art Conservation and Art restoration.

Its rich collection of various creative traditions and disciplines represents a unity amidst diversity, an unmatched blend of the past with the present and strong perspective for the future, brings history to life. The Buddhist art section has the most known for sacred relics of the Buddha (5th-4th century B.C.E.) unearthed from Piprehwa, Basti district-Uttar Pradesh.

The collections cover archaeology, arms, armour, decorative arts, jewellery, manuscripts, paintings, etc.

National Archives Museum is an entity of the office of Department of Culture under the ministry of Tourism and Culture. It is the depository of the old records of the Govt. of India. The documents kept here for the use of the administrators and the scholars. But it is also open for the common man to see. It has one of the oldest records of India, as old as when India was known to the world as Bharat.

Nehru Memorial Museum is a reflection of the lifestyle and life of Jawaharlal Lal Nehru. It also houses a huge library to be accessed by research scholars.

Red Fort Archaeological Museum The personal belongings of the Mughal Emperor Bahadur Shah Zafar like his silk robe and hookah have been kept here. The swords, embroided carpets, chess boards and the carved swords are some of the things to look out for.

National Philatelic Museum has a collection of old stamps which marks this place as one of the unique places of Delhi.

Prince Of Wales Museum Set up in the 20th century it has been recently renamed as Chhatrapati Shivaji Maharajah Museum. It was built to commemorate the arrival of the Prince of Wales by some prominent citizens with the help of the Indian Govt. Lying near the Gateway of India it tells the tale of the era gone by.

After the Victoria Terminal, it is the main attraction of the happening city of Mumbai.

State Museum of Tripura was established in 1970, in Agartala it is a multi purpose Museum with four galleries, namely the Tribal and cultural gallery, Painting gallery, Photo gallery, Indian Sculpture through all ages. Its being take care of by the Directorate of Art and Culture.

Let us now read about the four metropolitan cities of India – Chennai, Kolkata, Mumbai and Delhi. Surely, you know these cities.

8.6.1 Chennai

Chennai, formerly known as Madras, is the capital of the state of Tamil Nadu, and is one of the four metropolitan cities of India. The city grew up around Fort Saint George, and with time, absorbed the surrounding towns and villages. In the 19th century, the city became the seat of Madras Presidency, the southern division of British Imperial India. After independence in 1947, the city became the capital of Madras State, which was renamed as Tamil Nadu in 1968. It has retained its traditional Tamil Hindu culture, and has been able to provide a unique blend of foreign influence and Indian culture. Chennai's British influence is evident in various cathedrals, buildings, and wide tree-lined avenues.

The High Court Building, built in 1892, was said to be the largest judicial building in the world after the Courts of London. The main hallmark of Fort St George, was its decorative domes and corridors, which are reminiscent of the new architecture.

The Ice House was used to store enormous blocks of ice cut from the Great Lakes in northern USA and shipped to India for refrigeration purposes during the colonial rule.

Another beautiful structure that came up during this time was the Church of St. John. It had wide Gothic arches and beautiful stained-glass windows. It had the nave and aisles, a tower and a spire. The walls are made of rubble, faced with coarse Kurla buff stone while the piers, arches, and dressings are of Porbunder Stone; the roof is built of teak wood and the floor of tiles imported from England. (Figure 8.8)

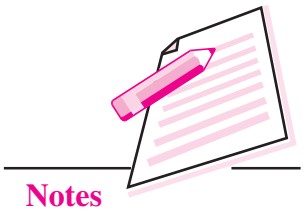


Figure 8.8 St John Church

Yet another structure worth mentioning that was built during this period was the General Post Office. Completed in 1872, the General Post Office in Chennai has a vast central hall, with a very high dome. It was built in local basalt with dressings of yellow stone from Kurla and white stone from Dhrangadra. It is an important tourist attraction. Inside, the marble topped tables, the high vaulted ceilings, and the sweeping staircases are designed for an ostentatious show of wealth and power of the British. (Figure 8.9)

Figure 8.9 General Post Office

8.6.2 Kolkata

It is interesting to explore the origin & history of Kolkata. Do you know that it was the capital of British India till 1911? It was established as Kolkatta in the year 1686, as a result of the expansion plans of the British. The city kept progressing until 1756, when Siraj-ud-Daula (Nawab of Bengal) attacked it and succeeded in driving the British away from the town. In 1757, the following year, The Battle of Plassey took place, in which Robert Clive took over the city by defeating the Nawab.

Figure 8.10 Supreme Court of Kolkatta

With the establishment of the Supreme Court at Kolkatta in 1774, it became the seat of justice (Figure 8.10). The capital of British India was transfer from Kolkatta to New Delhi in 1911. You may be aware that Kolkatta was officially renamed as Kolkata in 2001. Let us now take a look at the famous structures and buildings of Kolkata that exist till today.

Howrah Bridge is located over the Hooghly River. It connects the city of Howrah to Kolkatta. It stands on two 270 feet high pillars and was constructed without using any nuts and bolts. This bridge is an important symbol of Kolkata. It is probably the busiest bridge of the world. (Figure 8.11)

Figure 8.11 Howrah Bridge

Located in north Kolkatta, **Marble Palace** was constructed in 1835. It serves as an exquisite art gallery. It displays marvelous objects of art, sculptures, pictures & oil paintings. It also has a zoo, where you can find different kinds of birds and animals. In fact, it has a rare collection of birds.

Figure 8.12 Fort William

Fort William is situated at the banks of river Hooghly. It was established by the British, initiated by Robert Clive in 1696; it got completed by 1780. The basic purpose of setting up Fort William was to prevent attacks from invaders. The

area that was cleared around the fort has become a maidan, where several exhibitions and fairs take place till today. (Figure 8.12)

Victoria Memorial Hall (Fig. 8.13) in Kolkatta is a fabulous museum that was established in the year 1921. It is a fantastic place that takes visitors into the world of past history. Today, the Victoria Memorial is one of the finest art museums in Kolkata. It is a 184 ft tall edifice that was constructed on 64 acres of land.

Figure 8.13 Victoria Memorial

Do you know that **Eden Gardens Cricket Club** in Kolkatta came into existence in the year 1864. Today it has the capacity to accommodate about 1, 20,000 persons. Eden Gardens of Kolkatta definitely falls into the category of must see places for all tourists who visit Kolkata. (Figure 8.14)

Figure 8.14 Eden Garden

The construction of **Writers Building** began in 1690. It got its name owing to the fact that it served as the dwelling place for the junior writers of the East India Company. This Gothic structure came into existence during the tenure of Lt. Governor Ashley Eden (1877). (Figure 8.15)

Figure 8.15 Writer's Building

8.6.3 Mumbai

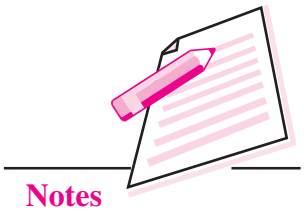
Mumbai is located on the shores of the Arabian Sea, on the West Coast of India. You will be surprised to know that it was once a group of seven islands. Although its site has been inhabited since pre-historic times, the city of Mumbai dates only to the arrival of the British in the 17th century, when it came up as Bombay. However, it really took shape in the 19th century. It was the first Indian city to have railways. Along with Kolkatta, it was one of the first two Indian cities where newspapers came into existence.

During the second half of the 19th century many civic and public buildings were constructed in Bombay in Victorian Gothic Style e.g. the Secretariat (1874) the Council Hall (1876) and Elphinstone College (1890). But the most impressive style was the Victoria Terminus now known as Chhatrapati Shivaji Terminus, but it looks more like a cathedral than a railway station. It contains carved stone friezes and stained glass windows. (Figure 8.16)

Figure 8.16 Chatterpati Shivaji Terminus

The famous Gateway of India was built with yellow stone in Indo-Saracenic style of architecture to honour the visit of King George V and Queen Mary to India. It was completed in 1924 at a cost of Rupees 24 lakhs, which was a fortune in those days. It has a 26 metre high archway and is complete with four turrets and intricate lattice work carved into the yellow basalt stone. (Figure 8.17)

Figure 8.17 Gateway of India



Since independence, Mumbai has continued to be India's leading commercial and industrial city. The stock exchange, the business centres, the famous film industry called Bollywood and anything you call in the name of westernization and modernization is all here. As you know, today it is the most important financial city of India with important industries like textiles, finance and film making. You are aware of the famous Bollywood, the biggest film industry in the world, where so many Hindi films are produced. Once known as the Gateway to India, traces of British rule are still evident in the city of Mumbai.

INTEXT QUESTIONS 8.6

1. Name 4 famous places in Chennai.

   i) _____ ii) _____

   iii) _____ iv) _____

2. Name 4 famous places in Kolkata.

   i) _____ ii) _____

   iii) _____ iv) _____

3. Name 4 famous places in Mumbai.

   i) _____ ii) _____

   iii) _____ iv) _____

8.6.4 Delhi

Do you know that Delhi became the capital of British India in 1911! That is why Delhi celebrated its 100th anniversary in 2011. Evidently, it was in 1911 that the modern city, now called New Delhi, came up. However, Delhi has a history much older than that. It is believed that there are at least seven important old cities that have come together to form Delhi. The first city of Delhi is believed to have been established on the right bank of the Yamuna by Yudhishthira, the eldest of the Pandava brothers by the name of **Indraprastha**. Surely, you remember the story of ***Mahabharata***, which tells of the great war between the Pandavas and Kauravas.

According to folklore, Delhi was founded by Raja Dhilu. During the 2nd century C.E, Ptolemy, the Geographer marked Delhi in his map as **Daidala**. From that time onwards, Delhi has continued to grow. Today it has expanded so much that it is now one of the largest cities, not only in the country, but in the whole world.

A very interesting legend is associated with Delhi. The story goes like this: A snake Vasuki was pushed underground by an Iron Pillar in the Qutab Minar Complex during the time of King Ashoka. Several years later, when the Tomar king Anang Pal of **Lal Kot**, established his rule in Delhi, he pulled out this pillar and set the serpent free. At that time, it was predicted that no dynasty would now be able to rule over Delhi for long. After the Tomars came the Chauhans, who built a city called **Qila Rai Pithora** in the Lal Kot area, near Mehrauli. Prithvi Raj Chauhan of this dynasty ruled from **Mehrauli**.

Figure 8.18 Qutub Minar

Delhi again came into prominence when the Slave Dynasty came into power. You will remember reading that Qutb-ud-din had started building the famous Qutub Minar, (Fig. 8.18) which was later finished by Iltutmish. Later, when Alauddin Khilji became the Sultan, it was **Siri** that became the centre of power. The Siri Fort still exists and this area in Delhi is known as Shahpur Jat.. Siri also has an interesting story to tell. Alauddin Khilji's rule was constantly threatened by the Mongol invasions. Some of these Mongols who stayed back in the city rebelled. Alauddin Khilji got them beheaded and their heads were buried under the walls of the city. That is how the place came to be called Siri. As you know the word ***sir*** means head. We still use that word for head.

Some years later, when the Tughlaq dynasty came to power, Sultan Ghiyasuddin Tughlaq constructed the city called **Tughlaqabad**. This was designed as a fortified town. After Ghiyasuddin's death, Mohammed Bin Tughlaq (1320-1388) enclosed the earlier cities of Delhi into a single unit and named it **Jahanpanah.** (Figure 8.19)

Figure 8.19 Tughlaqabad Fort

Ibn Batuta, who served in the court of Mohammed Bin Tughlaq, has given a very interesting description of this city. He has described it as "…..the metropolis of India, a vast and magnificent city, uniting beauty with strength. It is surrounded by a wall that has no equal in the world, and is the largest city in India, nay rather the largest city in the entire Moslem Orient."

Another important ruler of Tughlaq dynasty was Firoz Shah. During his reign, Delhi had an enormous population and covered an extensive area. He constructed **Firozabad**, located near Firoz Shah Kotla. However, the invasion of Timur, the king of Samarkand, in 1398, destroyed its glory, including the city of **Jahanpanah**. Timur took with him Indian architects and masons to build the mosques at Samarkand. The succeeding rulers shifted their capital to Agra.

It was the Mughal ruler Humayun, who built **Dinpanah** on the mound of ancient Indraprastha. However, it was Humayun's great grandson, Shah Jahan, who revived the lost glory of Delhi. He started building the Red Fort in 1639 and finished it in 1648. In 1650, he started the work of building the famous Jami Masjid. Shah Jahan's city was called **Shahjahanabad**. Great poets such as Dard, Mir Taki Mir and Mirza Ghalib, etc. made ghazals and the language of ghazals, i.e. Urdu famous during this period. It is believed that Shahjahanabad was more beautiful than Baghdad in Iraq and Constantinople in Turkey. Over the centuries, the city was looted and destroyed by the armies of Nadir Shah (1739), Ahmad Shah Abdali (1748) as well as continuous attacks from within. All these weakened the city. But, in spite of all these problems, Delhi still had much to offer - music, dance, drama and variety of delicious food along with a rich cultural language and literature.

It was said that Delhi was the home to at least 24 Sufis of which the most famous were from the Jahanpanah area. Some of them were:

1. Kutbuddin Bakhtiyar Kaki whose khanqah or dera was at Mehrauli;

2. Nizamuddin Auliya, whose khanqah was at Nizamuddin;
3. Sheikh Nasiruddin Mahmud, who is popularly known today as Chiragh-e-Delhi;
4. Amir Khusro, who was a great poet, muscian and scholar.

After 1707, the Mughal power weakened and Delhi became a pale shadow of itself. In 1803, the British occupied Delhi after defeating the Marathas. The areas around Kashmere Gate and Civil Lines became important centres, where the British built many structures. In 1911, the British shifted their capital to Delhi and built an entirely new city called New Delhi. It was made on a majestic scale. The large structure of the India Gate, the Viceroy House which is now the Rashtrapati Bhavan, Parliament House and the North and South Blocks were all made to impress the Indian subjects of the British rule. They were meant to show the supremacy, the majestic power as well as the regality of the British. This new city was completed by 1932. The Connaught Place still remains an important commercial centre of the city. Delhi remains an important commercial, cultural and political centre of India. Massive buildings, beautiful parks, flyovers, the Metro, a beautiful airport, educational centres, museums, big wholesale markets, Embassies and High Commissions of all countries of the world, large malls, major industries, etc. all contribute to making it a beautiful city. It is said: ***Dilli hai dil walon ki*** (Delhi belongs to those who have a large heart).

INTEXT QUESTIONS 8.7

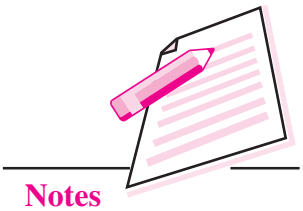
1. Match the cities within Delhi with the king who built them

S. No.	Name of the City	Name of king who built it
1.	Indraprastha	Prithvi Raj Chauhan
2.	Lal Kot	Mohammed Bin Tughlaq
4.	Mehrauli	Yudhishthira
5.	Siri	Firoz Shah Tughlaq
6.	Jahanpanah	Humayun
7.	Tughlaqabad	Shah Jahan
8.	Firozabad	zabad Alauddin Khilji
9.	Dinpanah	Anang Pal Tomar
10.	Shahjahanabad	Ghiyasuddin Tughlaq

2. Name 4 famous Sufi saints of the Jahanpanah area.

i) _____ ii) _____

iii) _____ iv) _____



WHAT YOU HAVE LEARNT

- The history of Indian architecture and sculpture is as old as the civilization of lndus Valley.
- Architecture holds the key to the understanding of the cultural diversity of any part of India as it is influenced by the cultural traditions and religious practices of different times.
- Buddhism and Jainism helped in the development of early architectural style of India in building stupas, viharas and chaityas.

  During the time of Gupta, Pallavas and Cholas temple architecture flourished.
- Delhi Sultanate and Mughals brought with them Persian influence and we witness an Indo-persian style of architecture.
- The British and other colonial powers brought the European impact on Indian architecture and effected a synthesis of those with indigenous styles and also instituted the typical colonial style of architecture where materials were used to fashion majestic buildings and offices.
- Starting from the Harappa civilization, India has had a very long history of town planning, which can be traced back to 2350 B.C.E.
- Several towns have come up since then.
- There were 2,837 towns in 1594.
- By the beginning of the 20th century, Bombay (now Mumbai), Kolkatta (now Kolkata) and Madras (now Chennai) had become well known important cities for administration, commerce as well as industries.
- Delhi became the capital of British India in 1911. However, Delhi has a history much older than that.
- It is believed that there are at least seven important old cities that have come together to form Delhi. These are probably Indraprastha, Lal Kot, Mehrauli, Siri, Tughlaqabad, Firozabad and Shahjahanabad

TERMINAL EXERCISE

1. Describe architectural styles of Harappan civilization.
2. Elaborate the contributions of Gupta, Pallavas and Chola rulers to the temple architecture of India.
3. What were the different styles of architecture and sculpture found in India?

4. Buddhism and Jainism had contributed in the architectural development in India - Discuss.
5. How would you view the construction of monuments during the regime of Delhi Sultanate?
6. The architecture during Mughal period was a synthesis of the Indian, Persian, Mongol and Mughal style. Elaborate.
7. Narrate the story of Delhi in your own words.
8. Find out the truth about the saying ***Dilli hai dil walon ki.*** Write an essay on it. You can search on the internet or get books from a library.

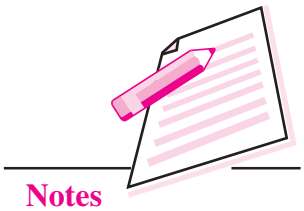
ANSWERS TO INTEXT QUESTIONS

8.1

1. The emergence and decay of great empires and dynasties in the sub-continent influenced the growth and shape of Indian culture.
2. Many thick layers of well baked bricks laid in gypsum mortar were joined together for the purpose of making the whole construction very strong. The strength of the buildings can be seen by the fact that they have successfully survived the ravages of atleast five thousand years
3. The Public bath at the site of Mohenjodaro is an evidence of their engineering skills.
4. During Gupta period

8.2

1. Sanchi stupas and Sarnath stupas
2. On Monolithic stone pillars
3. Gandhara School, Mathura School, Amaravati School
4. In Orissa
5. The Rashtrakutas
6. The Pallavas
7. A temple architecture style having vimana or shikara, high walls and the gateway topped by gopuram.
8. Brihadeshwara Temple



9. Temples constructed with shikaras (spiral roofs), the garbhagriha (sanctum) and the mandap (Pillared Halls)
10. Narshimha Deva I
11. Dilwara Temple

8.3

1. Domes, arches, minarets
2. Quwwat-ul-Islam mosque at Delhi, Qutab Minar - At Delhi Tomb of Mohammad Tuglaq Tomb of Firoz Tuglaq, Tomb of Ibrahim Lodhi - At Delhi Sher Shah Tomb at Sasaram
3. Gol Gumbaz
4. Decorative design in inlay work in building constructed during mughal period.
5. Buland Darwaza

8.4

1. Basilica Bom Jesus and the church of Saint Francis.
2. Lutyens
3. Greek and Roman architectural styles.
4. It houses museum full of colonial artefacts.
5. French architect Corbusier.
6. An Austrian architect Stein
7. (i) Raj Rewal (ii) Charles Correa

8.5

1. Harappa, Mohenjo-Daro, Kalibangam, Surkotada Rajgir, Varanasi, Ayodhya, Hastinapur, Ujjain, Sravasthi, Kapilavastu, Kaushambi or any other not mentioned in this lesson.
2. Any 5 out of Panaji, Bombay, Machilipatnam, Nagapattnam, Madras, Kolkatta or any other/s not mentioned in this lesson.
3. Any 5 out of Mussoorie, Simla, Nainital, Darjeeling, Shillong, Nilgiri, Kodaikanal or any other/s not mentioned in this lesson.
4. Civilian Officers
5. Army Officers

8.6

1. The High Court Building, The Ice House, Church of St. John, General Post Office or any other/s not mentioned in this lesson.
2. Any 4 out of Howrah Bridge, Marble Palace, Writer's Building, Fort William, Eden Gardens, Victoria Memorial Hall or any other/s not mentioned in this lesson.
3. Any 4 out of Secretariat, Council Hall, Elphinstone College, Victoria Terminus (modern Chhatrapati Shivaji Terminus), Gateway of India or any other/s not mentioned in this lesson.

8.7

1.

S. No.	Name of the City	Name of king who built it
1.	Indraprastha	Yudhishthira
2.	Lal Kot	Anang Pal Tomar
4.	Mehrauli	Prithvi Raj Chauhan
5.	Siri	Alauddin Khilji
6.	Jahanpanah	Mohammed Bin Tughlaq
7.	Tughlaqabad	Ghiyasuddin Tughlaq
8.	Firozabad	Firoz Shah Tughlaq
9.	Dinpanah	Humayun
10.	Shahjahanabad	Shah Jehan

2. Qutbuddin Bakhtiyar Kaki, Nizamuddin Auliya, Sheikh Nasiruddin Mahmud, Amir Khusrau, or any other/s not mentioned in this lesson.

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9

CULTURE AND HERITAGE IN INDIA–I: HINDUISM, JAINISM AND BUDDHISM

Beginning with the Indus valley civilization, in ancient times we have read that there were constant progressive changes in the Indian civilization. Brahmans dominated the society. The Kshatriyas controlled the polity and Vaishyas economy; Shudras comprised the lowest members in the society and rendered services to the people of the other varnas. By the 6th century B.C. we see a profound change in society. The orthodox manner in which the Brahmins tried to control the people, led to the rise of new religions like Buddhism and Jainism. In this lesson, we shall also read about the Hindu way of life, and how two prominent religions, Buddhism and Jainism, came up as separate religions.

OBJECTIVES

After studying this lesson, you will be able to:

- explain about the religion of the Hindus as well as their religious places;
- describe the teachings of Jainism as well as their religious places and
- discuss the teachings of Buddhism as well as their religious places.

9.1 HINDU

The Hindu way of life is quite flexible in all respects, as it accepts into its fold almost any god and all devotees. There is no dogma and no single god or religious leader. Their rituals are colourful and festivities very active. Through

their rituals, Hindus interact closely with the divine images which are often housed in temples. Seeing the divine images is important. Even the gods look back at the devotee with equal regard and concern. To see these divine images and to have close personal contact with them, Hindus often travel for pilgrimages to holy rivers, mountains and temples in all corners of the country. Hindus call them sacred places or *Tirtha* and the act of going on a pilgrimage is called *Tirtha-yatra*. The word *tirtha* means river ford, steps to a river, or place of pilgrimage. In Vedic times the word may have concerned only those sacred places associated with water, but by the time of the Mahabharata, tirtha had come to denote any holy place, be it a lake, mountain, forest, or cave. Tirthas are more than physical locations, however, the Hindus believe them to be spiritual places, the meeting place of heaven and earth, the locations where one crosses the endless cycle of birth, death and rebirth to reach the shore of liberation. Their visit to these places in called tirth yatra.

9.1.1 Sacred Places and Heritage Sites of Hindus

For the Hindus, to visit the holy places is an act of great religious merit, once in a life-time for the attainment of salvation. Four of the holy places or *mathas* were established by Adi Shankaracharya, a great saint. Since these are situated in the four corners of India, it shows the socio-cultural integration and in the long run making India as a nation.

Besides the establishment of these *mathas* there were four *Dhams,* Badrinath, Puri, *Dwarka* and Rameshwaram. The devotees visiting these *Mathas* and *Dhamas* can be categorized as religious tourists.

Dwaraka

Dwaraka in Gujarat is a very important shrine associated with Lord Krishna. The city is located on the Western coast of India. It was the capital of Krishna's kingdom and has some very important temples. The main temple is popularly known as Jagat Mandir.

Puri and Divine Chariots

Puri has the beautiful temple of Lord Jagannath who is the guardian deity of Odisha. It is one of the major centres chosen by Adi Shankaracharya in the 8th century A.D. to spread the eternal values of Hinduism. These are Badrinath in the Himalayas in the North, Dwarka on the sea in the west and Kanchi in the South Shringeri in Karnataka. The idol of Lord Jagannath, his borther Balram,

his sister Subhadra are placed side by side. One of the most interesting events associated with Puri is the annual Rath Yatra which is not only a major tourist attraction but a place for massive gathering of devotees who gather there. In this Rath Yatra, the three idols are taken out in their respective Raths, pulled by thousands of people on the streets of Puri. They are taken to the Gundicha temple and after some days are brought back to their eternal place. (Figure 9.1)

Figure 9.1 Puri

Sringeri

Sringeri is regarded as one of the most sacred Hindu pilgrimages in South India. It is in Kadur district of Mysore, situated on the left bank of the river Tunga. The main deity is Saraswati or Saradamba or Sarad Amma. It is believed that the Math is nonsectarian in practice and preaching. The mosque in the outskirts is known to have been built at the orders of one of the gurus for the Muslim employees. The Tunga river flows past the temple and thousands of fishes in the river gather at the Ghats to be handfed by the devotees who come here in very large numbers.

Jai Badri Vishal

'Jai Badri Vishal' is the Part of the pilgrims visiting Badrinath, the home of Lord Vishnu. It is situated in the state of Uttarakhand. According to legend, Vishnu and his wife came to the right bank of river Alaknanda for meditation. The meditation undertaken by Vishnu was so long, that his wife Laxmi took the form of Badri tree to shelter her husband. Therefore the town came to be known as

Badrinath. The present Badrinath temple was built by the Gaharwals. It has three sections like other Hindu temples:

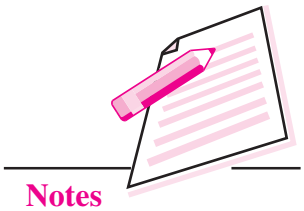
(i) Holy centre where the deity is erected.

(ii) the area where rituals are performed.

(iii) where pilgrims and worshippers gather. Pilgrims visit the place to worship the deity, which is carved of black stone in a seated position. Many of the pilgrims bathe in the Alaknanda river and take water from the hot spring in front of the Vishnu temple. Because of heavy snowfall the temple opens from May to October every year. A very large number of religious tourists throng to this place. For some it is an annual event which they look forward to.

Varanasi, earlier known as Banaras or Kashi is the most sacred among the holy places. It is the city of Shiva, having over two thousand temples and over half a million idols, most of them dedicated to Shiva and his family. It is situated on the banks of the holy river, the Ganga. French traveller, Francois Bernier (1656-1668 AD) in addition to the religious significance, explains the educational importance of Banaras. There were many *Gurukuls* in Banaras. In his words, "The town of Banaras, seated on the Ganges, in a beautiful situation, and in the midst of an extremely fine and rich country, may be considered the general school of the Gentiles (Hindus). It is the Athens of India. The town contains no colleges or regular classes, as in our universities (European universities), but

Figure 9.2 Temple at Kashi



resembles rather the schools of the ancients; the masters being dispersed over different parts of the town in private houses, and principally in the gardens of the suburbs, which the rich merchants permit them to occupy. Some of these masters have four disciples, others six or seven, and this is the largest number. It is usual for the pupils to remain ten or twelve years under their respective preceptors." It is hoped that this information will make you read and gather more information on these religious places.

Gaya is the place where it is believed that if rituals are performed here the soul of the dead is supposed to attain salvation. Gaya is visited by many Hindus who wish that their ancestors may attain Moksha.

Haridwar: It is situated at the foothills of the Himalayas in Uttarakhand and is the place where the Ganga enters the plains. It is also called the 'Gateway of the Ganga'. Haridwar is one of the most important Hindu pilgrim places of India. Haridwar has a very rich religious and cultural heritage. In the Hindu scriptures, Haridwar is known by the name of Mayapur. It is also considered to be the entry point i.e. Hari ka dwar, to the abode of God.

Ayodhya is one of the major holy cities of the Hindus. It has a central role in the ancient Indian epic, the Ramayana, whose protagonist, Lord Rama is God, incarnated on Earth as the prince of Ayodhya.

The city also figures in several other traditions. As per Jain tradition it is recognized as the birthplace of the first and the fourth *tirthankaras.* Buddhist tradition mentions it as a city visited by the Buddha.

Kanchipuram: Kanchipuram in Tamil Nadu is one of the seven Indian cities which shoud be visited to reach final attainment. It has the Varadharaja Perumal Temple, Ekambareswarar Temple, Kamakshi Amman Temple and Kumara Kottam which are major Hindu temples. The city is a holy pilgrimage site for both Saivites and Vaishnavites. Of the 108 holy temples of the Hindu god Vishnu, 14 are located in Kanchipuram.

Kedarnath, in Uttarakhand, is the most remote of the Char Dham sites. It is located in the Himalayas near Chorabari Glacier on the head of river Mandakini. It hosts one of the holiest Hindu temples. The Kedarnath Temple is a popular destination for Hindu pilgrims from all over the world, being one of the four major sites in India's Chota Char Dham pilgrimage. Kedarnath is named in honour of King Kedar, who ruled in the Satya Yuga. He had a daughter named Vrinda who was believed to be a partial incarnation of goddess Lakshmi.

The Somnath Temple is located in the Prabhas Kshetra on the western coast of Gujarat, India. It is one of the twelve Jyotirlinga shrines of Lord Shiva. It

means "The Protector of moon god. The Somnath Temple is known as "the Shrine Eternal" and is considered a very sacred Hindu Pilgrimage site.

Amarnath cave is a famous hindu shrine located in Jammu and Kashmir. It is dedicated to Lord Shiva. The shrine forms an important part of Hinduism and is considered to be one of the holiest shrines of the Hindus. The cave is surrounded by snowy mountains. The cave itself is covered with snow most of the time of the year except for a short period in summer when it is open for pilgrims. An annual pilgrimage is made to the Amarnath cave by lakhs of Hindu devotees on challenging mountainous terrain to see an ice stalagmite (Shivling) formed inside the cave.

Kamakhya is an important goddess that evolved in the Himalayan hills. She is closely identified with Kali and Maha Tripura Sundari. Her name means "renowned goddess of desire,". She resides at presently rebuilt Kamakhya Temple and is worshiped in the form of a stone yoni (female generative organ) symbolic of the goddess. The temple is primary amongst the 51 Shakti Peethas related to the myth of Sati. It is one of the most important Shakti temples and Hindu pilgrimage site in the world.

Mount Kailash is a sacred pilgrimage place of Asia and lies in the South-West of Tibetan region of China-Nagri, towering 6714 meters above the Tibetan Plateau. According to the Hindu mythology, it is said to be the home of Lord Shiva

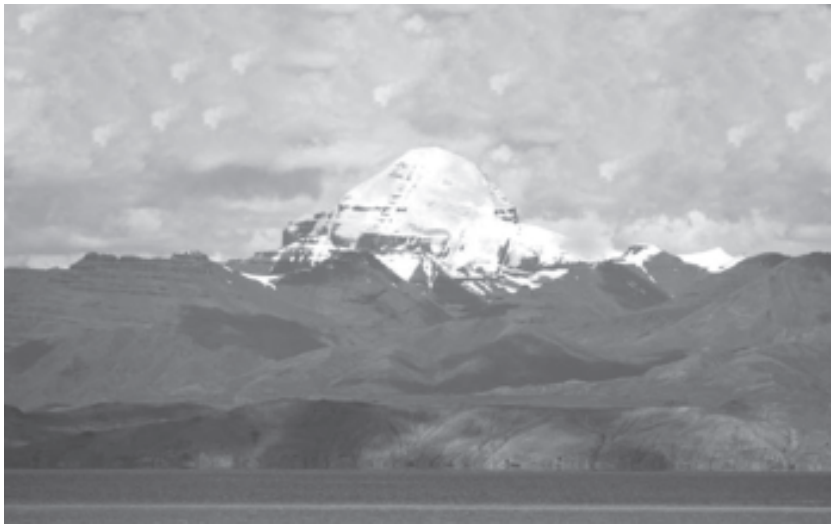


Figure 9.3 Mount Kialash

Mathura is located on the highway between Delhi and Agra, on the river Yamuna. It is the birth place of Lord Krishna, a beloved god of the Hindus. Many beautiful stories are related to him including protecting the people in times

of calamity. His dance with *gopis* or the female milkherds are to be taken as of the sacred dance between the deity and the worshippers. Eager pilgrims visit places around Mathura and nearby Brindavan. Two of the most important festivals of the Hindus i.e. Holi and Janamashtami are the times when Mathura and Brindavan are flooded by tourists both Indian and foreign. Travellers and tourists visiting Mathura should also know that they will find temple courtyards full of pious hymn singing of worshippers who often include women. At some famous temples like that of Banke Bihari temple, pilgrims sometimes dance with the joy of feeling the presence of their Lord.

It is known as Brajbhoomi - the land where Lord Krishna was born and spent his youth. It is also famous for the celebration of the festival of Holi.

Nashik is one of the important pilgrimage centers of India. According to mythology Rama, the king of Ayodhya, made Nashik his temporary residence during the 14 years of his exile.

Prayag, where the rivers' Ganga and Yamuna meet, is one of the ancient pilgrimage centers of India. Prayag is situated in Allahabad (the city of Allah). Prayag is venerated in the hymns of the Rig Veda. The famous Kumbh mela is also held here in which lakhs of devotees take a dip in the holy Ganga.

Figure 9.4 Holy Ganga

Jagannath Puri a large number of foreign tourists come to witness the event when thousands of devotees help to pull the carts on its divine journey. Puri is among the four sacred "Dhams" (Puri, Dwarka, Rameswaram and Badrinath) of the Hindus.

Rameshwaram is situated at the tip of the Indian peninsula. It is considered a sacred place for the Hindus. As per legend Lord Ram built a bridge over the sea to Sri Lanka when he went in search for his wife, Sita.

Figure 9.5 Temple of Rameshwaram

Ujjain is situated on the eastern bank of River Shipra. It is one of the oldest cities of India. It is located in the Malwa region of Madhya Pradesh. In ancient times, Ujjain was known by the names of Ujjayini and Avanti.

Figure 9.6 Temple at Ujjain

Pushkar: Located in Rajasthan, Pushkar pilgrimage site is one of the holiest destinations. This small town has around 500 temples and is considered to be the most sacred by the Hindus. The only temple dedicated to Lord Brahma is situated at Pushkar.

Figure 9.7 Pushkar

Tirupati Balaji Temple: Located in a small district called Chittoor in southern Andhra Pradesh, is the famous Tirupati Balaji Temple of India. This temple is believed to be the richest temple in India because of the rich offerings made by the devotees.

Vaishno Devi Temple: Located in the mighty Trikuta Mountains at a distance of 60 kilometers from Jammu, is the famous Vaishno Devi Temple. It is one of the most visited and worshipped pilgrimages in India.

Figure 9.8 Vaishno Devi

INTEXT QUESTIONS 9.1

(i) Describe the significance of Banaras for Hindus.

(ii) Describe the sacred value of Mathura.

(iii) Describe the religious heritage values of Dwarka, Puri and Somnath.

ACTIVITY 9.1

Collect pictures of Hindu deities and heritage sites and paste them in your scrap book.

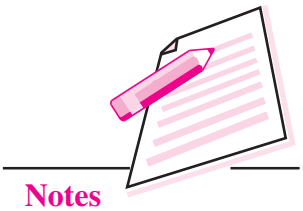
9.2 JAINISM

Vardhaman Mahavira has been accepted as the founder of Jainism. He was the 24th and the last *Thirthankara* (teacher) of the jains. He was born at *Vaishali,* the capital of the Vajji tribe. His father *Siddhartha* was the chief of a clan of Kshatriyas.

At the age of thirty, Vardhaman left his house in search of truth. He gave up the life of ease and pleasure and became an ascetic. He undertook penance and meditation for twelve years before the truth was revealed to him. This enlightenment made him a conqueror or *a Jina.* Therefore, his followers are called Jains and his philosophy, Jainism.

9.2.1 Mahavira's Teachings

- Mahavira did not believe in the existence of God and had no faith in yagna, sacrifices and rituals.
- He had no faith in the caste system and preached the equality of all human beings.
- He told his followers to take four vows: (i) *not to injure life,* (ii) *not to tell lies,* (iii) *not to own property, (iv) not to steal.*
- Mahavira also asked people to follow the *threefold* path of *Right Belief, Right Knowledge and Right Conduct.* According to him, this was the path to reach the highest goal of *Siddha Sila and Moksha, i.e.,* freedom from the cycle of birth and rebirth. One of the most important principles of Mahavira's teachings was Ahimsa or *non-violence.* If you talk to your Jain friends, they will tell you that they do not eat or even touch meat. Some of them even tie a piece of cloth on their mouth so that no germs enter their



mouth and should not be killed. Since Mahavira preached in the language of the common people, i.e., *Ardha Magadhi or Prakrit,* he was well understood. His concept of equality was well received by the people. After his death Jainism was divided into two sects *Digambaras, i.e.,* the sky clad who did not wear any clothes and the *Swetambaras* who wear white clothes. Several kings adopted Jainism as their state religion especially the rulers of Magadha i.e. Bimbisara and Ajatsatru. Jain art, architecture and literature were patronised by these rulers. The *Dilwara Temple* at Mount Abu is one of the most beautiful of Jaina temples. Mahavira spent his entire life preaching his philosophy in Anga, Mithila, Magadha and Kosala. He died at a place called Pawapuri near Rajagriha, at the age of 72, in 527 B.C.

9.2.2 Jain Religious Heritage Sites in India

There are many places in India, which are of special importance to Jains because of associations with holy persons of the past. Some of these are places where the enlightened ones left this world and achieved final liberation, some are places where celebrated religious events have occurred, or others a famous temples which are often a group of temples or images which draw the pilgrims. In addition to the Jains, tourists from different parts of the world are also attracted to visit these religious heritage monuments. Some of the important Jain religious heritage sites are as follows:

Mount Parsvanatha, Bihar one of the greatest places of Jain Heritage of unequaled sanctity is Mount Parsvanatha or Sametsikhara in Bihar. It is believed that here no fewer than twenty of the twenty-four Tirthankara left their last earthly bodies and achieved moksha. The mountain rises handsomely from forested lower slopes to its rugged peak and the summit is covered with temples. Large numbers of pilgrims come to this place and after visiting every shrine conclude their pilgrimage by walking the thirty-mile circuit of the base of the hill.

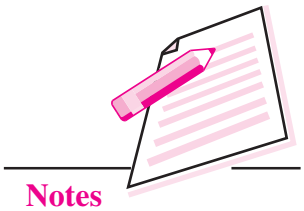
Pawapuri, Bihar is a place of great scenic beauty particularly when the lotus flowers are in bloom on the large lake. The lake was formed over many centuries by countless pilgrims taking up a pinch of dust to mark their foreheads. A temple stands at the place where Mahavira is reputed to have achieved moksa and another at the site where his body was cremated. Latter on, an island in the lake connected by a causeway with the shore and the gleaming structure reflected in the lotus-strewn waters, is a splendid sight. The festival of Diwali, the annual remembrance of Mahavira's nirvana, is celebrated here with great fervour.

Jaisalmer in Rajasthan is the place which attracts many scholars to its famous library of Jain manuscripts as well as many thousands of religious books. Not only scholars but also many other Jains make the pilgrimage to the splendid intricately carved temples of yellow stone.

The magnificent temple complex Ranakpur, Rajasthan dates from the fifteenth century A.D. It covers 40,000 square feet on a lofty base surrounded as is common with Jain temples by a high wall. The main sanctuary has four six-foot white marble statues of Rsabha, the first Tirthankara, facing the four directions, so the complex plan of the temple provides four approaches. Innumerable pillars which are said to be 1444 in number are richly carved and provide unending view through the twenty-nine halls interrupted by open courts.

Dilwara Temples on Mount Abu, Rajasthan are undoubtedly the masterpieces of Jain architecture and almost unequalled in India for beauty and delicacy of carving. The masons scraped away the marble rather than chiseled it and are said to have been paid according to the weight of marble dust removed. There are two major temple complexes. One was built around 1030 A.D. by Vimala Shah, a wealthy merchant, and dedicated to the first Tirthankara, it was restored in 1322 A.D. The forty-eight pillars of the main hall are probably unequaled anywhere for their decoration; the dome of eleven rings, alternate ones of which are decorated with human and animal figures, is impressive. The later temple, dedicated to the Tirthankara Neminatha is larger i.e. 155 feet long. It was founded around 1230 A.D. by Tejapala who, with his brother Vastupala, prime minister to the regent of Gujarat, was responsible for more than fifty religious edifices including foundations at Satrunjaya and Girnar. Each temple complex stands in a rectangular walled area decorated with statues in niches around the circumference. Not only the temples but also the splendid panoramic view from 4000 feet above sea level makes this site a remarkable showpiece as well as a place of Jain heritage site of deep religious significance attracting innumerable tourists to Mount Abu.

Girnar in Gujarat is so rich in temples and shrines that it has been described as a temple city. It is celebrated as the place where the Tirthankara Neminatha achieved *moksha*. One famous temple at the top of Mount Girnar is over a thousand years old. An inscription found there recording that it was repaired in 1278 A.D. The temple is in a rectangular courtyard surrounded by some seventy Tirthankara images. This is the largest temple but there are many others, including one founded by Vastupala in 1231 A.D. and dedicated to the nineteenth Tirthankara, Mallinatha.



Satrunjaya, Gujarat Satrunjaya is an ancient Jain place of pilgrimage of Heritage value as it was here that the first Tirthankara, Risabha as well as his chief follower is said to have achieved *moksha*. Hundreds of temples and smaller shrines are contained within the nine walled enclosures. A new temple of Risabha replaced the old one in the mid-twelfth century and seven shrines were placed in front of it in 1231 A.D. by Vastupala. Some of the temples can trace their origins, if not their present form, back to the tenth century. From the late seventeenth century Satrunjaya became more and more important. It became a very major and popular tourist place. People visit this place in larger number. Guide books have been written for them marking the routes by which the pious pilgrim may visit and pray before the many images. On a certain date every year pilgrims to the number of nearly 20,000 undertake a twelve- mile round trip: the hardships are great but the bliss experienced makes it worthwhile.

Sravana Belgola is sixty- two miles from Mysore. Here on a hill 470 feet high and reached by nearly five hundred steps stands the massive statue of Bahubali which is fifty-seven feet high and twenty- six feet across the shoulders. It was carved out from solid rock around the year 980 A.D. It is the biggest free-standing monolithic statue in the world. In a Jain temple the consecrated image is ritually bathed every day as part of the worship paid to it. The statue at Sravana Belgola is so huge that this ritual can be carried out only on the feet of the image. At certain intervals however between twelve and fifteen years a great structure of scaffolding is erected and the figure is ceremonially showered from pots of water mixed with sandalwood, coconut and sugar.

Ranakpur Temple: Ranakpur is a small village in Rajasthan. The temple of Ranakpur, which has some splendid carvings and architecture is proof of the profound piety and riches of the Jain faith. It is a famous Jain pilgrimage centre.

INTEXT QUESTIONS 9.2

1. Describe the main sects of Jainism.
2. Describe the significance of Jain heritage site of Parsvanatha in Bihar.
3. Why is the Jain temple at Mount Abu, Rajasthan famous?

ACTIVITY 9.2

Collect the pictures of other Jain Heritage sites of India and paste them in your note book and write a few lines about each of them. Also highlight these on the map of India.

9.3 BUDDHISM

Gautama Buddha, the founder of the religion, belonged to the *Shakya tribe.* His father was the chief of that tribe. Gautama was born near the Lumbini (garden) at Kapilavastu in 567 B.C.

His father did not want him to become a saint; he tried to give him all the luxuries and comforts that he had at his command.

It is believed that one day while he was out on a trip, he saw an old man, a sick man and a dead man. Till then the prince had only seen pleasures and happiness. He could not bear the sight of such human suffering. He decided to leave home in search of truth and salvation. So one night while his wife and child were sleeping, he quietly slipped out of the house to become an ascetic.

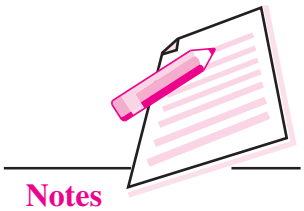
He talked to many learned persons but did not succeed in his search for truth. Then, he meditated for a long time under a *pipal* tree in Bodh Gaya. Finally, he understood the cause of suffering. He became *Buddha-the Enlightened one.* He gave his first sermon at the Deer Park at *Sarnath,* which is near Varanasi. There he also gathered his first five disciples. The Buddha attained *Mahaparinirvana* (great salvation) at Kushinagara at the age of 80. Gautama Buddha's religious philosophy is called Buddhism.

9.3.1 Buddha's Teachings

Buddha taught that the cause of all human suffering is desire. It is important to control and overcome desire.

- This could be achieved by following the *Eightfold Path,* which means *Right Conduct, Right Speech, Right Action, Right Means of Livelihood, Right Effort, Right Mindfulness, Right Meditation, Right Resolution* and *Right View*. Buddha also preached in the language of the common people, i.e., *Pali* and *Prakrit* and laid stress on *a life of virtues and morals.*

Buddhism was an organized religion. There were *Sanghas* for the Buddhist monks. *Viharas* were made for the monks to live in. Education was given state patronage along with the Sangha as a result of which great universities like



Nalanda came up over a period of time. Budhism spread into many countries of the world.

As a student of this subject or even if you wish to adopt tourism as a profession you should be familiar with these places so that you can guide the tourists or visitors to these places and the importance of these places. Hence we will discuss the Buddhist pilgrimage sites of India.

9.3.2 Buddhist Heritages/Sites in India

Sarnath: Only a few miles away from Varanasi is Sarnath where Buddha preached his first sermon after attaining enlightenment. In Sarnath there are remains of great stupas. A pillar carried with an edict of King Asoka of the Maurya dynasty stands in front of the main shrine Sarnath museum has a beautiful display of five sculptures. It provides history especially of the Maurya and the Gupta dynasties, Sarnath also has the Dhamekh Stupa which is believed to be the site where Buddha preached first sermon.

Amravati Stupa: It dates from the 2nd C. BC and many of the remains are on view in the Chennai museum. The Bharhut Stupa also dates from the 2nd C. BC and many of the remains are on view in the Kolkata Museum.

Sanchi, Madhya Pradesh: Main Toranas added by the Andhras (Satavahanas) in the 1st C. BC (or possibly later). Stylistically reminiscent of Amravati, Nagarjunakonda was once a flourishing Buddhist centre. Remains of this extensive Buddhist site dating from the 3rd C AD are housed in the site museum.

Harwani: The third Century Kushan site of Harwan (from Jammu and Kashmir) was once a thriving Buddhist centre. Surviving tiles from the Stupa display a variety of sculptural and decorative motifs - both naturalistic and abstract. These include representations of human figures including dancers and musicians, warriors on horses and conversing couples. Birds, animals, flower pots, vines and creepers are also depicted. Sanchi is famous in the world for stupas, monolithic Asokan pillar, temples, monasteries and sculptural wealth. It was Emperor Asoka who laid the foundation of a religious centre at Sanchi fascinated probably by the location of the hill. He erected the Great Stupa here after redistribution of mortal remains of Lord Buddha for erecting several stupas all over the country in order to spread Buddhism. This stupa was originally a low structure of brick, half the diameter of the present edifice hemispherical in shape with raised terraces at the base. It was enclosed by a wooden railing and a stone umbrella at the top. This Great Stupa served as a nucleus to the large Buddhist establishment during the later period.

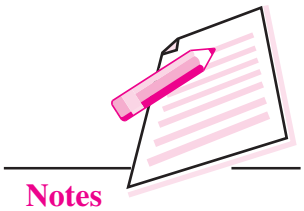
Ajanta, Aurangabad, Maharashtra: The original Buddhist caves date from the Second and First Century BC. The caves have paintings and sculptural additions made during the time of the Guptas. The Ajanta Caves (75°40' E; 20°30' N) are situated at a distance of 107 km north of Aurangabad. The caves got the name from a nearby village named Ajanta located about 12 kms. These caves were discovered by an Army Officer in the Madras Regiment of the British Army in 1819 during one of his hunting expeditions. Instantly the discovery became very famous and Ajanta became a very important tourist destination in the world. The caves, famous for its murals, are the finest surviving examples of Indian art, particularly painting.

Figure 9.9 Ajanta Caves

9.3.3 Rock-cut Carvings, Bhagalpur Region

These fine Gupta period (5th-7th C AD) carvings from the Bhagalpur and Sultanganj region of Bihar depict Buddha.

Nalanda, Bihar: Nalanda gained prominence as an important centre of Buddhist learning from 4th to 12th C. AD. Nalanda is famous as the ancient seat of learning. The ruins of the world's most ancient university lie here which is 62 kms from Bodhgaya and 90 kms south of Patna. Though the Buddha visited Nalanda several times during his lifetime, this famous center of Buddhist learning shot to fame much later, during 5th-12th centuries. Chinese traveller, Hieun Tsang stayed here in the 7th century AD and left detailed description of the excellence of education system and purity of monastic life practised here. He also gave a vivid account of both the ambience and architecture of this unique



university of ancient times. 2,000 teachers and 10,000 monk students from all over the Buddhist world lived and studied in this first residential international university of the world.

Udaygiri in Ratnagiri is a Buddhist site not too far from Cuttack (Odisha) and dates from the 6th C. AD. In the 8th C. it became an important center of the Vajrayana school of Buddhist art and philosophy. At Sirpur and Chattisgarh you can see ruins of an 8th C. Buddhist monastery.

Bodh Gaya is one of the four most sacred pilgrimage places for the Buddhists. Followers of Buddhism from all across the world consider it pious to visit Bodh Gaya.

The founder of Buddhism, Gautama Buddha, attained enlightenment under the sacred Bodhi tree at Bodh Gaya. The Mahabodhi Temple at Bodh Gaya in Bihar was originally built in the 2nd C. AD during the Kushan period but extensively refurbished by the Pala and Sena rulers between the 8th century and 12th century. Additional restoration work was carried out by Myanmar Buddhists in 1882 A.D.

Rajgir was the ancient capital city of the kings of Magadha. The name Rajgir literally means "House of the King". It is a very important Buddhist site because Lord Buddha spent 12 years at Rajgir.

Monasteries and Vihars: At Mcleod Ganj in Himachal Pradesh lies Dalai Lama's temple called Tshglagkhang. Here you can find three magnificent images including an enormous three meter high gilt statue of Shakyamuni i.e. Buddha. To the left facing Tibet are the statues of Avalokiteshwara and that of Padmasambhava or guru Rinpoche, the Indian scholar who introduced Buddhism and Tantric teachings to the people of Tibet in the eighth century. Ki Gompa is the largest and oldest Gompa in spiti. It is famous for its priceless collection of ancient Thangkas and frescoes. You will also find many gompas on the trade routes extending from Kashmir valley to western Tibet, that is Lamaguru spituk, phayang, Thiksay, Hemis etc. These are located along the Tibet and its tributaries and are usually situated on steep slopes of hills. It is believed that the gompas played a very important role in the life of the Ladakhis. Though every festival in Leh has a religious background and all of them attract people from all castes and creeds who take part in them freely.

There are noteworthy monasteries and Viharas in the Buddhist region of Himachal Pradesh in the Kinnaru, Lahaul and Spiti areas bordering Tibet. A very famous monastery in this region which will be of great interest to the tourists in the Tabo monastery built by the Tibetan scholar and religious leader Rin Chan Sang Po on the banks of river Spiti. This monastery is more than one thousand

years old and has a very religious and spiritual atmosphere surrounding it. It celebrated its thousand years in June 1996. Another important visiting site for the tourists is the Bhimakali temple in Sarahavi village. But the oldest religious place is the Vias Gufa which has an underground passage to the Markanday temple whose saint Markandey stayed in penance.

The Rumtek Monastery west of Gangtok in Sikkim has fierce deities guarding heavenly and earthly spheres. The monastery was built in the 1960's as a replica of a Tibetan Monastery destroyed by the Chinese.

Similarly one can hear Copper trumplets sounds at Yiga-Choeling Budhist Monastery in Ghoom, a few miles outside Darjeeling. Founded a century ago, the monastery houses a huge gilded image of Maitriya i.e. a future Buddha, reflecting the faith of the people of this region.

Vaishali: A small village in the state of Bihar, Vaishali is a very famous Buddhist pilgrimage in India. The name "Vaishali" means prosperity and the place seems to live upto its name.

INTEXT QUESTIONS 9.3

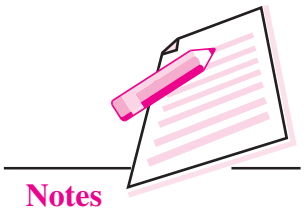
1. Describe the four noble truths of Buddhist philosophy.
2. According to Buddhism, how can a person attain Nirwana?

ACTIVITY 9.3

- On the map of India mark popular Buddhist Heritage sites and write a few lines about each.
- Try to find the name of a District, Tourist circuit and Tourist Train having their names associated with Buddhism.

WHAT YOU HAVE LEARNT

- There are three important and well-known religions that originated in India in the ancient times. These are Hinduism (Brahmanism), Jainism and Buddhism.
- Later on the brahmans made the Vedic religion or Brahmanism very complex and complicated. They introduced many rites and rituals for their own material gains.



- This led to the rise of new religions like Jainism and Buddhism as a reaction. Vardhaman Mahavira is accepted as the founder of Jainism.
- Jainism teaches the people to take four vows. These are: *(i)* not to injure life, *(ii)* not to tell lies, *(iii)* not to own property, *(iv)* not to steal.
- Mahavira preached the threefold path. This was right belief, knowledge and aspects of true conduct. Siddha Sila is the highest goal according to Jainism.
- Gautama Buddha was the founder of Buddhism. According to Buddha, desire is the cause of all suffering.
- He preached the eightfold path, which meant right conduct, speech, action, means of livelihood, effort, mindfulness, meditation, resolution and view.
- Buddha is accepted as one of the ten avataras of God along with Rama and Krishna. You will be familiar with the most popular religion tourist sites of Hindus, Jains and Buddhas.

TERMINAL EXERCISE

1. Point out the striking difference between Jainism and Buddhism.
2. Explain the significant values of Hindu culture.
3. Discuss any ten Hindu religious heritage sites in India.
4. Discuss the various teachings of Jainism.
5. Throw light on the major Jain heritage sites of India.
6. Discuss the main characteristics of Buddhist culture.
7. List any ten most popular Buddhist heritage sites in India.

ANSWER TO INTEXT QUESTIONS

9.1

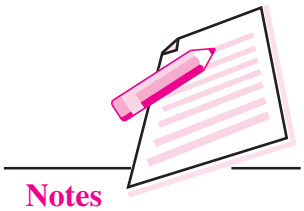
1. It is the place where Hindus like to die to attain moksha (Salvation). It is also known for temple of Lord Vishwanath (Shiva) as well as the centre of education.
2. It is the birth place of Lord Krishna.
3. These are mathas established by Aadi Shankaracharya.

9.2

1. There are two sects in Jainism (1) Digambara (2) Swetambara.
2. Ranakpur has the famous marble statue of Risabh Dev and at Girnar, another Tirthankar called Neminath.
3. Mount Abu, Rajasthan is famous for Dilwara Jain Temples which are masterpieces of Jain architecture.

9.3

1. Right belief, right conduct, right speech and right knowledge.
2. By following Eight Fold Paths one reaches the highest goal of *Moksha*.



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10

CULTURE AND HERITAGE IN INDIA–II: SIKHISM, ISLAM AND CHRISTIANITY

In India there is a great diversity in religions: Hinduism, Islam, Sikhism, Jainism, Buddhism, and Christianity. People follow their religion, culture and worship their gods in their own ways.

This wealth of religion and spirituality can be seen and felt throughout the country. Thus, there is so much of travelling connected with religion. This is because people in India are engaged in interaction with the divine for the betterment in this life as well as in the next.

Hence it is not surprising to find innumerable temples, gurudwaras, churches, mosques, shrines etc. which are visited by the people on important occasions. This is because religion has a universal and natural appeal for human being and they remain specially attached to their religion. In this lesson, we shall try and make you aware about how religious places are used as pilgrim destinations in the tourism industry.

OBJECTIVES

After studying this lesson, you will be able to:

- explain the Sikhism and its basic teachings;
- list the major Sikh pilgrimage centres;
- discuss about Islam and its basic teachings;
- list the major Muslim religious tourist destinations e.g. Sufi dargahs;
- describe Christianity and its basic teachings and
- list the major Christian Churches as tourist attractions.

10.1 SIKH RELIGION AND ITS BASIC TEACHINGS

Guru Nanak, founder of the Sikh faith, was born in Talwandi, near Lahore in Pakistan in 1469. He was one of the greatest saints of the Bhakti movement. The word 'Sikh" is derived from the Sanskrit word Shishya, meaning a disciple.

Sikhs are disciples of their ten gurus. Guru Nanak (1469–1539) was the first Guru and Guru Gobind Singh (1666–1708), the last. Guru Nanak received his early education in Sanskrit and Persian.

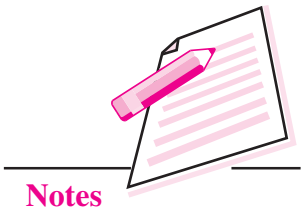
In 1496, he had an extraordinary spiritual experience (enlightment), after which he travelled extensively to spread the message of love and brotherhood. He was accompanied by a Muslim musician Mardanaji and a Hindu peasant Bhai Bala. The three went from one village to another for preaching. Guru Nanak preached through *kirtans*, *bhajans* and *ragas* and people flocked to listen to him. He spent the last years of his life with his family in the village of Kartarpur. His hymns and songs were compiled in a book called the *Adi Granth*. He established *sangats* (people sitting together to listen to the Guru) and *pangats* (people eating together in *langar* or free kitchen).

Do you know

Nankana Sahib is the popular name for the birth place of Guru Nanak. It was renamed Nankana after the Guru. There are several shrines dedicated to the memory of Guru Nanak's childhood and early youth here. A few days before his death, he called a congregation of his followers and chose his disciple Angad as successor. Guru Angad compiled the *Adi Granth.* The other gurus in order were Guru Amardas, Guru Ramdas, Guru Arjan Dev, Guru Hargobind, Guru Har Rai, Guru Harkishan, Guru Teg Bahadur and Guru Gobind Singh. The last Guru organized the Sikhs into a disciplined, military order of Sikh-saints called *Khalsa* (the pure). He established the five symbols of Sikhism: *kangha* (comb), *kesh* (long hair), *kada* (iron bracelet), *kachcha* (underwear) and *kirpan* (sword or dagger).

Teachings of Guru Nanak

- There is one God
- God is formless, Hari and Govind
- Caste system and idolatry should be rejected.
- Superstitions should be condemns superstitions



- The virtues of humility, charity, forgiveness and truthfulness should be inculcate.

Do you know

Gurdwara Damdama Sahib, the 'Seat of Temporal Authority', is indeed one of the revered '*takhts*' of the Sikhs. This was the place where Guru Gobind Singh, the tenth guru of the Sikhs, took repose from the raging political upheaval and spent time in serenity adding valuable verses to Sri Guru Granth Sahib.

10.2 THE MOST SACRED SIKH SHRINES AND HERITAGES

10.2.1 Takhts

The worship places of Sikhs are known as the Takhts which literally means 'the seat of the divine power' and Gurudwara stands for 'the doorway to the master' in India, there are several Gurudwaras but only five Takhts. Some of the most prominent Gurudwaras and Takhts include the Golden Temple, Gurudwara Rakab Ganj and Sri Akal Takht, Sri Patna Sahib, Sri Hazur Sahib, etc. The disciples of Sikhism come to the sacred places to take the blessings of Guru Granth Sahib, the holy book and eternal Guru of Sikhs.

It is said that 'Takhts' are places where various social and political settlements were done by the Gurus. The five 'Takhts' include

(i) Sri Akal Takht founded by Guru Hargobind Singh

(ii) Takht Sri Keshgarh Sahib where Khalsa panth originated

(iii) Takht Sri Damdama Sahib where the complete version of Guru Granth Sahib was written by Guru Gobind Singh

(iv) Takht Sri Hazur Sahib, where Guru Gobind Singh his last breathed

(v) Takht Sri Patna Sahib is situated on the banks of the River Ganga

Takht Sachkhand Shri Hazur Abchalnagar Sahib, one of the five takhts of Sikhs, is located on the bank of River Godavari in the 'Sanctified City' of Nanded in Maharashtra.

10.2.2 Gurudwaras

Apart from the Takhts, there are various Gurudwaras also in India which are historically related to Sikh pilgrimage. Thus these are significant from pilgrimage point of view. Lakhs of people a particularly the Sikhs visit the Gurudwaras to commemorate the Gurus. Among the most popular edifices, the Golden Temple in Amritsar, Punjab and the Bangla Sahib in Delhi are the two most prominent ones. It is called the Golden Temple owing to the gilded dome that adorns the crown of the Gurudwara. The Bangla Sahib Gurudwara in Delhi is also amongst the most impressive and fascinating edifices in India and is intricately linked with the history of Sikhism. Over here we shall read about some other Sikh shrines in India about which you should know. It will increase your knowledge.

Gurudwara Paonta Sahib dedicated to Guru Gobind Singh Ji, is located in Paonta Sahib City in Sirmour, Himachal Pradesh. This revered site draws devotees in huge flocks. The name 'Paonta' meaning 'feet' best justifies the importance of this place.

Gurudwara Rakab Ganj Sahib, one of the most revered Sikh shrines, stands as a homage to the ninth guru of the Sikhs, Guru Tegh Bahadur.

Gurudwara Sis Ganj Sahib was built at the site in the Chandni Chowk area of Old Delhi. Here the martyrdom of the ninth Sikh Guru Tegh Bahadur took place on Wednesday, November 24, 1675 on the orders of the Mughal emperor Aurangzeb. In the memory of this martyrdom Gurudwara was built and is known by the name Sis Ganj Sahib.

Hemkund Sahib is one of the most important Sikh shrines in the world. This majestic shrine is situated at an altitude of 15,200 feet above the sea level and so is accessible on foot from Gobind ghat in the Chamoli district of Uttarakhand, India. It is a major religious tourist site in Uttarakhand where people brave the high and lofty Himalayas to reach this higly inaccessible place.

Patna Saheb Gurudwara is dedicated to the 10th Sikh Guru, Govind singh. It is situated on the river Ganga and during the Holi festival in March the Gurudwara overflows with pilgrims who come in large numbers to visit this place.

The golden temple at Amritsar is the most sacred for the Sikhs. The town was founded by Guru Ram Das, the fourth Sikhsguru in 1577 on the land gifted by Akbar. The fifth Guru Arjun Dev completed the temple. When Maharaja Ranjit Singh covered the upper half of the temple first with copper and then with pure gold leaf it came to be known as the Swarna Mandir.

Figure 10.1: The golden temple at Amritsar

Anandpur Sahib is another Gurudwara of importance. Sikhs from all parts of the country visit this Gurudwara. Holla Mohalla fair is held here every year during Holi. Other important gurudwaras are Kiratpur sahib, Dera Baba Nanak, Patna Sahib, Darbar Sahib at Taran Taran etc.

INTEXT QUESTIONS 10.1

1. Name the ten Sikhs Gurus.
2. How is Guru Granth Sahib associated with Sikhism?
3. What are Takhts?
4. Describe the ”5K’s that Sikh men are required to possess.
5. Describe the concept of langar.

ACTIVITY 10.1

On the map of India identify Sikh Heritage sites.

Visit any Gurudwara and observe religious activities of the Sikhs.

10.3 ISLAM AND ITS BASIC TEACHING

Islam is a monotheistic religion. The literal meaning of Islam is ‘Peace and Submission’. Islam as a religion was established by Hazrat Mohammad in Mecca in 570 CE.

In 610 AD, at the age of forty Mohammad got Prophet hood (Prophet of God). When Prophet Mohammad living in an age where there was idol worship in Arabia all over the place. He tried to oppose the idol worship, he was persecuted by the people of Arabia. The conflict between Mohammad and his opponents on idol worshipping continued for 13 years. It is marked by his first divine revelation. Revelation means guidance by God for mankind. But circumstances forced him to migrate from Mecca to Medina in 622 AD. His migration is called *hijrat*. The hijri era begins after this incident. Prophet Mohammad died in 632 AD.

The Prophet was succeeded by four most prominent companions in the following successive order:

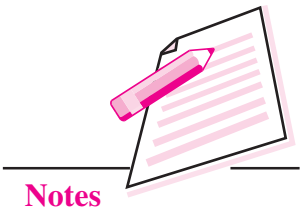
- Hazrat Abu Bakr
- Hazrat Umar
- Hazrat Usman
- Hazrat Ali

Muslims pray five times each day, always facing toward Mecca. A muezzin or person calls the people to pray in the mosque. An imam leads the people in prayer. Every person who is financially sound as prescribed in the Islamic law must give alms (money) to the poor. During the holy month of Ramadan, adult Muslims must fast (go without food or drink) between sunrise and sunset. Once during his lifetime, every Muslim is supposed to make a Hajj, or visit, to the holy city, Mecca. Muslims are not supposed to take intoxicants, eat pork, and gamble.

Islam was brought to India by the Arab merchants. They were followed by the Turks who established their Sultanate (State) in India. In 1526, the Mughals established their rule in India. Thus in brief this political establishment opened a new vista for the spread of Islam and Indo Islamic culture in the Indian subcontinent.

A significant aspect of Indo Islamic culture and heritage is the role of sufis in India. Sufis believed in universal peace and brotherhood. Their residences are known as *dargahs* and *khanqahs*. Different kind of travellers used to stay in their khanqahs. The khanqah people took care of their comfort and hospitality. Even today thousands of people visit these khanqahs particularly on the occasion of *Urs* (death anniversary) of the Sufi Sheikhs. This comprises an important part of domestic pilgrimage tourism.

Dargah-Qutbuddin Bakhtiyar Kaki (Delhi) is situated in the village Mehrauli in Delhi. It is crowded throughout the year with devotees of different religions. Some devotees tie a thread near the grave of the saint and untie it once their



wish is fulfilled. The shrine of Qutbuddin Bakhtiar Kaki has also been the venue of the annual *Phoolwalon-ki-sair* (a festival of flower-sellers) in autumn, which has now become an important inter-faith festival and also a symbol of National movement against the British in Delhi. The festival has its origin in 1812, when Queen Mumtaz Mahal, wife of the Mughal Emperor, Akbar-II (1808-1837) made a vow to offer a chadar (sheet) and flower pankha at the Dargah and the Yogmaya Mandir, Mehrauli, if her son Mirza Jahangir, who had been exiled to Allahabad by the British, returned safely. It is believed that the people of Delhi irrespective of caste and community used to participate in the fair. Seeing the Hindu Muslim unity, the British Government banned the festival in 1942. But it was revived by Prime Minister late Shri Jawaharlal Nehru in 1961.

Hazratbal (Kashmir) is the most important religious monument for the religious as well as secular tourists, who wish to see the beautiful architecture of the building. It's situation on the bank of the Dal Lake in Srinagar enhances its beauty. It is the only bulbous domed mosque in Kashmir. For the Muslims it is significant because it has the sacred hair of Prophet Mohammed. The shrine is known by several names including Hazratbal, Asar-e Sharif, Madinat-Us Sani and Dargah Sharif. It is a very big tourist site of Kashmir.

Charar i Sharif (Kashmir) is the tomb of Shaikh Nuruddin Rishi (14th century), situated in Charar, 32 km from Srinagar. Rishi is a Sanskrit word meaning an ascetic. To suffix Rishi after Nuruddin suggests the syncretism of Hindu-Muslim culture. Nuruddin Rishi, along with Lalla or Lal Ded, a Shaivite saint were free from the bonds of narrow Hindu-Muslim traditions and customs and believed in planting trees to benefit the people. They considered this as their religion. These people became so popular among the masses that the heritage of Kashmir is depicted in the verses of Shaikh Nuruddin and Lal Ded as

We are the progeny of the same parents,

Then why should we differ,

Let Hindus and Muslims (together) adore God alone,

We come to this world like partners,

We ought to share our joys and sorrows together,

Shaikh Gesu Daraz was a Chishti saint who founded Khanqah at Gulbarga in Mysore in the early 13th century. Gesu Daraz is also known by the name of 'Khwaja Banda Nawaz'. The title 'Banda Nawaz' is similar to Shaikh Moinuddin Chishti's title 'Garib Nawaz'. His dargah is a famous place of pilgrimage and is styled in Indo-saracenic architecture. It has also paintings in Iranian and Turkish styles, on the walls and domes.

INTEXT QUESTIONS 10.2

1. How did Islam come to India?
2. What are the five pillars of Islam?
3. List major festivals of Muslims.

ACTIVITY 10.2

Visit any Islamic Heritage site and based on your observations write a report on how prayers are conducted in the mosque.

10.4 DARGAHS-TOURIST ATTRACTIONS

A Dargah is a Sufi shrine built over the grave of a revered religious figure, often a Sufi saint or dervish. Muslims may visit a shrine as a form of pilgrimage known as *ziyarat*. *Dargahs* are often associated with Sufi meeting rooms and hostels, called khanqah or hospices. These may include a mosque, meeting rooms, Islamic religious schools (madrassas), residences for a teacher or caretaker.

The term dargah is derived from a Persian word which can mean, among other uses, "portal" or "threshold". Some Sufis and other Muslims believe that dargahs are portals by which they can invoke the deceased saint's intercession and blessing (tasawwuf). Still others hold a less supernatural view of dargahs, and simply visit it for a paying their respects to the pious individual or to pray at the site for perceived spiritual benefits.

Musical offerings to dervishes and sheikhs in the presence of the devout at these shrines, usually on the occasion of Urs, gave rise to musical genres like Qawwali and Kafi, wherein Sufi poetry is accompanied by music and sung as an offering to a murshid, a type of Sufi spiritual instructor.

This makes Darghas a natural choice as tourist attraction irrespective of religion and cultural differences.

People from all parts of the world irrespective of caste, creed and religion visit the Dargah and pray for the fulfillment of their wishes by the blessings of the Saint. India is a home of thousands of Darghas. In this lesson, Darghas of international repute have been described.

10.4.1 The Most Popular Darghas in India

Pir Haji Ali Shah Bukhari, Mumbai: Haji Ali Dargah is one of Mumbai's most famous and prestigious landmarks situated in the middle of the Arabian Sea.

Figure 10.2 : Dargah Pir Haji Ali Shah Bukhari

The **Urs** (Death Anniversary) of Pir Haji Ali Shah Bukhari is on the 16th of Rabi-ul-aakhir / Rabi-al-thaany (17th Shab). As per it's objectives all necessary rituals are performed as per Islamic traditions, and Niyaaz (Food / Sweets) is distributed to all devotees, visitors and fakirs.

A special programme of Milad and prayers is held on the 16th of every Islamic Month after Namaaz-e-Isha (17th Shab) in remembrance of the Urs of Pir Haji Ali Shah Bukhari. The Trust distributes Niyaaz to all present.

The Dargah of Hazrat Sheikh Alauddin Ali Ahmed, is known as Sabir Dargah, Kaliyar Roorkee (Uttarakhand): The Dargah of Hazrat Shaikh Alauddin Sabir Kaliyari is in Roorkee, in the Haridwar district. He was a Sufi revered by both Hindus and Muslims. The Dargah has been in existence for about 800 years where his Urs are celebrated by millions of people every year in Kaliyar.

Khwaja Moin-ud-din Chisti's Ajmer: The Dargah Sharif is situated in the heart of the city of Ajmer and is easily accessible from all parts of the country. The best time to pay a visit to the Dargah is between the months of October to March when the weather is cool in Rajasthan. The annual Urs fair in the Dargah is the most celebrated occasion of the city that attracts thousands of pilgrims from all over the world. It is the occasion when the Dargah is decorated at its best and the whole environment turns festive.

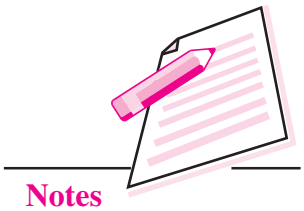
Hazrat Nizamuddin Aulia Dargah at Delhi has the annual Urs which is held every year to celebrate the memory of one whose mysticism was not mysterious. This is the reason why the common masses then and now call him the beloved of God. Other tombs include the grave of Jahanara, the daughter of Shan Jahan, Amir Khusrau, a renowned poet, Ziauddin Barani, a famous historian (14th century) and the tomb of the noble Inayat Khan, a favourite of Emperor Humayun and his son, Emperor Akbar.

Figure 10.3: Nizamuddin dargah

Nizamuddin dargah is the most visited destination during evening prayers held every day, especially on Thursdays. Music lovers gather here for *qawwalis* and festivals like Eid and the 'Urs' of Hazrat Nizamuddin.

Dargah of Hazrat Syed Hameed Qadir Vali at Nagore in Tamil Nadu is a world famous muslim plarimage centre.

Figure 10.4: Dargah of Hazrat Syed Hameed Qadir Vali



It is more than 500 years old and is topped by a golden dome and flanked by 5 minarets. A prominent five-acre dargah, a Muslim shrine dedicated to the 16th century saint Nagore Andavar serves as a pilgrim center. The 14-day Kandhuri Urs also spelled Kandoori or Kandhoori festival, dedicated to the saint, is held here annually.

Popular Darghas in India

Here we have listed some popular Dargahs. You can also locate some other dargahs.

1. Qutbuddin Bakhtiar Kaki's Dargah
2. Tomb of Salim Chisti
3. Erwadi
4. Shaikh Chirag Delhi's Daragah
5. Karseri
6. Kattupalli
7. Kazimar Big Mosque
8. Madurai Maqbara
9. Manamadurai Maqbara
10. Meesal Kilavaneri
11. Meher Ali Shah
12. Melakkal Kanavai
13. Muthupet Dargah
14. Nagore Dargah
15. Pallichandai Silaiman
16. Peer Mohammed Dargah
17. Piran Kaliyar Sharif
18. Sundaramudayan
19. Thachuoorani
20. Thiruparankundram
21. Thiruvedagam
22. Vaippar
23. Valinokkam
24. Charar-e Shareef

10.5 CHRISTIANITY AND ITS BASIC TEACHINGS

One of the great religions of the world is Christianity. It is based on the teachings of Jesus Christ. Jesus lived almost 2,000 years ago in the region of Palestine (now part of Jordan and Israel) on the eastern hores of the Mediterranean Sea. He lived a life of poverty and humility. Traveling on foot and preaching to the people, Jesus taught that men should love God and one another. Many people began to believe his teachings, but others misunderstood him.

From his followers, Jesus had chosen twelve men to be his Apostles. According to them, Jesus appeared again, alive three days after his death. He then stayed on earth for 40 days before going to heaven. His Apostles set out to spread his teachings. The most famous of the Apostles were Saint Peter and Saint Paul, who founded many Christian churches. Their stories about the life of Jesus are written in the New Testament of the Bible. The early Christians were Jews but Christianity and Judaism separated in 381 A.D.

The disciples of Jesus travelled to different parts of the Greco-Roman world and established many Christian churches. It is believed that Saint Thomas, one of the disciples of Jesus travelled to India and reached Muziris (western coast). He established churches and his followers are known as Saint Thomas Christians in India.

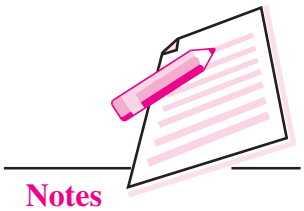
The coming of the Portuguese in India during the 14th century opened a new vista in the history of Christianity. Consequently, they established churches on the western coast of India. It was at this time when Portuguese Christian mission under Francis Xavier (1506-52), a Jesuit priest was sent to India. He became successful in converting a large number of people into Christianity, on the western coast. Emperor Akbar gave freedom to Christian missions to establish their Church, propagate their religion and to celebrate their religious festivals.

10.5.1 Christian Culture in India

The Christian place of worship is called a church. They are often built in the shape of a cross with the altar facing east towards the rising sun. The Christian spiritual leaders are called priests or ministers. The Christians believe priests have a special relationship with God. The Bible is the Christian holy book.

Christian Traditions and Ceremonies

"The Christian preachers emphasis that the essence of man's soul is love, and the source of love is God."



10.6 CHRISTIAN HERITAGE SITES IN INDIA

The total numbers of Christian Heritage sites in India are many but here you will read about some well known ones.

St. Thomas Mount, is about five kilometres southwest of Chennai where St. Thomas was buried. The mount is known after his name. Rising 100 meters above the surrounding plain it is a lone hill where Thomas is believed to have been killed. Built by the Portuguese in 1547 it replaced an ancient Nestorian church while the foundation was being laid for the church of Mylapore Cathedral. The stone cross, believed to have been carved by St Thomas and similar to those found in Kerala where his seven shrines were built, is now part of the ornate. Tradition has that the cross first publicly bled on August 18, 1558 during Mass and that it bled periodically ever after till 1704. It is a very important religious tourist site for the Christians.

Basilica of Bom Jesus, Old Goa is a very important and popular place for the tourists from India and abroad who visit Goa. It was built in 1605 and now declared a World Heritage Monument. The church houses the sacred relics of St. Francis Xavier, patron saint of Goa who died while on a sea voyage to China on December 2, 1552. The following year while transferring his remains to Goa in accordance with his wishes it was found that the saint's body was as fresh as on the day it was buried. This miraculous phenomenon continues to attract the devout of all lands and an exposition or public viewing of his body every ten years, attracts lakhs of pilgrims from across the World.

St Cathedral, Goa is another important and popular place for religious as well as secular tourists. Believers are awe-struck to hear of the cross of miracles which is placed in the cathedral. People have had a vision of Christ on this Cross and the rock on which it was found.

This beautiful whitewashed Church of St. Francis of Assisi, today houses part of the archaeological museum. Exhibits include prehistoric items from a distant tribal past. It is also known as the 'Pearl of the Orient' or 'Rome of the East' during its prime days. It was the concentration of magnificent churches, symbol of a powerful conquering presence which justified this last title. In fact, the Church of St. Cajatan, built by an Italian architect in 1651, was modeled in miniature on St. Peter's Basilicain Rome. Today a theological college is housed here.

The Presbyterian Church at Ross Island, Andaman And Nicobar Islands is a Protestant church built of stone and the window frames made of Burma

teak. The glass panes behind the altar are made of beautifully etched stained glass from Italy. The quality of the wood is so good that it has survived the vagaries of weather for over a hundred years. A small structure south of the church was built to accommodate the parsonage.

Thomas Church is the first Catholic Indian church located in Kodungaloor, Kerala. This is one among the famous seven Churches built by St. Thomas and the most famous church in South India.

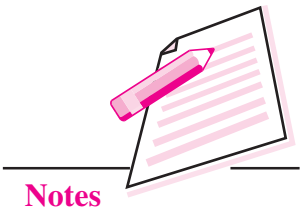
San Thomas Basilica is a 16th century church located in Santhome, Chennai. This Indian Church has beautiful stained glass depictions around it showing various stages of the life of St. Thomas in glory and splendour, and also contains a statue of Virgin Mary as its masterpiece. The Velankanni church is the most famous church in Tamilnadu. The Pope himself has described the church as a holy city. This is the most visited pilgrimage center for Christians across the world.

The Holy Christ Church among the most notable Churches of North India, the most popular is the Holy Christ Church. This yellow colored church is on the Ridge ground, Shimla. This is also a famous shooting spot for Bollywood films.

St. John's Church is the oldest cathedral church of North India. It is five kms away from the popular 'peace of mind spot' in Mc Leod Ganj. It was built around 1852. There is an absolute purity associated with this Church. It is completely surrounded by deodar trees and is in a natural atmosphere.

St. James Church or Skinner's Church, Delhi is one of the oldest Churches of Delhi, built by Colonel James Skinner in 1836 near Kashmiri Gate. James Skinner's father Hercules was in the Indian British army. He married a Rajput woman. Skinner was injured severely in a battle but survived. He is known to have vowed to build a Church. The basic design of the Church is related to Renaissance style with three porches, elaborate stained glass windows and a central octagonal dome.

Sardhana Church is situated 19 km. away from Meerut. It is famous because of the Church constructed by Begum Samru. Samru was a German, who served under the Nawab of Bengal Sirajuddaula and Najaf Khan of Rohilkhand. He married an Indian lady Zebunnisa popularly known as Begum Samru. She was converted to Roman Catholic faith. After his death, she commanded her husband's European mercenary force efficiently. Subsequently, she allied with the Britishers. The present Lala Lajpat Rai market in Chandni Chowk was her residence. She is also known to have constructed a beautiful church in Sardhana. Its architectural beauty and maintenance has earned recognition of heritage site



from UNESCO. Twice a year in March and November, thousands of religious tourists come to the Sardhana Church in reverence to Virgin Mary and Begum Samru.

Kohhran Thianghlim, Aizawl, Mizoram A group calling themselves "Kohhran Thianghlim" which literally means "The Holy Church" built a magnificent structure called "Solomon's Temple" in Aizawl, the capital of the state of Mizoram, in North East India. It is believed that Dr L.B. Salio received a word from the Holy Spirit to construct this shrine exactly as he was told i.e. in the structural design, size, height, shape, number of doors and windows, etc. It covers an area of 32400 Sqft. It is designed to be safe from wind force, earthquake, etc. and appear like a Cross from the sky.

Other Christian Heritage Sites in India

An 1870 Anglican Cathedral with white and red stone exterior and marble altar at Allahabad (Uttar Pradesh) is another visual and spiritual feast. In Delhi, the Churches worth seeing include the Church of the Sacred Heart and the Cathedral Church of the Redemption. Mumbai's first Anglican Church -Cathedral of St. Thomas is also an important site for religious tourists. Tourists visiting Himachal Pradesh will find important Churches worth visiting, like Christ Church and St Michael's Cathedral, the Catholic Church of St. Francis, St. John's Church-In-Wilderness and the Christ Church.

INTEXT QUESTIONS 10.3

1. How did Christianity come to India?
2. Name any two famous Churches in India.

ACTIVITY 10.3

- Visit any Christian Heritage site and observe the significant Heritage value of that church and make a report on it.
- On the map of India identify the Christian Heritage sites.
- Meet any Christian family and discuss their culture and write a report on it.

WHAT YOU HAVE LEARNT

- Guru Nanak, founder of the Sikh faith, was born in Talwandi, near Lahore in Pakistan in 1469. He was one of the greatest saints of the Bhakti movement. The word 'Sikh" is derived from the Sanskrit word Shishya, meaning a disciple.
- The worship places of Sikhs are known as the Takhts which literally means 'the seat of the divine power' and Gurudwara stands for 'the doorway to the master' in India, there are several Gurudwaras but only five Takhts.
- Islam is a monotheistic religion. The literal meaning of Islam is 'Peace and Submission'. Islam as a religion was established by Hazrat Mohammad in Mecca in 570 CE.
- A Dargah is a Sufi shrine built over the grave of a revered religious figure, often a Sufi saint or dervish.
- One of the great religions of the world is Christianity. It is based on the teachings of Jesus Christ.

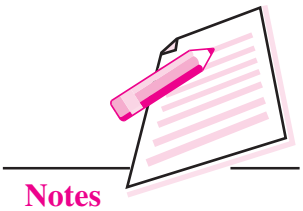
TERMINAL EXERCISE

1. Describe the teachings of Sikhism.
2. Give a brief account of Sikh Heritages.
3. Discuss the main features of Islamic Culture.
4. Describe the most popular Islamic Heritage sites available to Tourists in India.
5. Discuss the main features of the Christian Culture and Traditions in India.
6. Describe any five most popular and significant Christian Heritage sites in India.

ANSWER TO INTEXT QUESTIONS

10.1

1. Guru Nanak Dev, Guru Angad, Guru Ramdas, Guru Arjun Dev, Guru Hargobind, Guru Har Rai, Guru Harkishan, Guru Tegh Bahadur, Guru Gobind Singh.



2. Guru Grantha Sahib is the holy book of the Sikhs.
3. Takhts are placed where various social and political settlements were done by the Gurus.
4. Kangha, Kesha, Kara, Kachcha, Kirpan.
5. Langars are free kitchens.

10.2

1. Islam came to India through traders from the Arab peninsula.
2. (i) Five time prayers (ii) Zakat i.e giving alms to the poor (iii) Keeping fast in the month of Ramzan (iv) Pilgrimage to Mecca (v) Belief in one formless God i.e. Allah.
3. Eid-ul Fitr, Eid-ul Zuha, Moharram, Eid Milad un-nabi.

10.3

1. Through traders.
2. (i) Basilica of Born Jesus in old Goa.
   (ii) St. Thomas Mount at Chennai.

Notes

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11

CULTURAL ATTRACTIONS OF INDIA

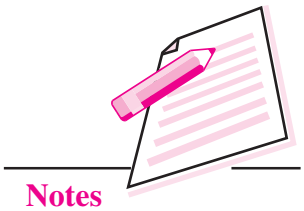
Attractions of Indian Culture refer to the way of life of the people. It can be their language, religion, dance, music, architecture, food, and customs. Since India is a large country with a huge population, the culture differs from place to place. India is also home to many religions and has many festivals to celebrate. In any given month of the year there is bound to be a religious festival. It might be Baisakhi, Holi, Eid, Mahavir Jayanti, Buddha Purnima, Guru Purab, Dussehra, Diwali, or Christmas. Festivals are an important part of the culture of our country. These festivals are characterized by colour, gaiety, enthusiasm, prayers and rituals. Foreign tourists are often struck by the scale and multiplicity of Indian Fairs and Festivals that have evolved in the society. Hence Cultural components form a major part of Tourist attractions in our country.

Foreign tourists visit India or when domestic tourists travel out of their city to another place, they must make it a point to be a part of these fairs and festivals that are being celebrated and held in that particular city or place. An interesting example would be the Dussehra festival which is celebrated in Mysore or in Kullu in Himachal Pradesh. If they are in Delhi then that ever so popular International Trade Fair held at Pragati Maidan from 14th November to 27th November is a place to be visited. Here you can witness the colours, heritage and products of the entire country displayed by all the states. Another important fair for them would be the Surajkund Crafts Mela held at Suraj Kund in Faridabad from 1st February to 15th February every year. Hence in this lesson we shall read about some fairs and festivals of India which should be visited by the tourist.

OBJECTIVES

After studying this lesson, you will be able to:

- describe the different cultural aspects of India;



- list the well-known fairs/festivals in India along with the regions and months in which they are held;
- describe the important festivals in India;
- explain the significance of fairs and festivals as tourist attractions;
- describe the events which form an integral part of our culture and
- list some food items which are popular with tourists.

11.1 DIFFERENT ASPECTS OF CULTURE

India's languages, religions, dance, music, architecture, food, and customs differ from place to place within the country. Tourists want to know and have a glimpse of the cultural attributes of visiting destinations. Fairs and festivals are events or happenings through which we can see a very large part of our culture. We can list two major types of festivals in our country. Ones which are related to the important events in a country and are called national festivals, others are related to religion and also region. In both the events we can add other culture components which lend colour and gaiety to those events. These can be food, games, music and dance. In India people lose no opportunity to sing and dance or hold music and dance events where food is a very important component of these events.

Open fairs held in certain times of India lend gaiety and fervor which tourists love to visit.

Fair is a gathering of people to display or trade products or other goods, including animals for buying and selling. These fairs are often temporary in nature and may last only an afternoon or may be a fortnight.

Festivals are associated with a religious event and which centers on and celebrates certain religious events of that community. There can be very interesting events attached to these festivals. You will come across many stories also written on one such interesting story 'Idgah' was written by our very famous Hindi author Munshi Prem Chand. The author narrates the story of a young child who on the occasion of Id, gets some money to spend at the Idgah where a Cheemtah or tongs for his Nani. The Idgah assumes an important place in the life of the child. Similarly there are similar places where people gather to celebrate an event, e.g. the Kumbha Mela at Allahabad where because of the huge crowd that gathers children even tend to get lost or separated from their parents. These lost, separated or lost and found stories often become popular themes of stories in our Indian cinema also.

Since India is home to many religions it is not surprising that we do not find a month in the year which does not celebrate any festival. If festivals are celebrated, can entertainment and enjoyment be far behind! Some festivals are also celebrated with Music and dance. Take for example the popular Dussehra festival of our country, every year, this festival is celebrated with the popular "Ram Leela" on the stage. It is watched by lakhs of people in Delhi. Many performances are held every year which are sponsored by big industrial houses. The Ram Leela has helped to popularize the famous epic the Ramayana among all those Indians who are interested in knowing about it. You will read about all these events and places in this lesson which tourists like to visit. It is also interesting to know why, what, where, how and when the festival is celebrated as it will help the tourist to understand it and the events associated with it.

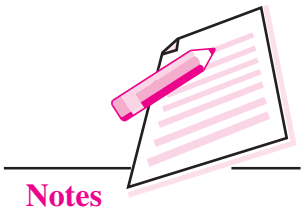
Do you know

- Religion is an organized collection of belief systems, cultural systems, and world views that relate humanity to spirituality and, sometimes, to moral values.
- A Tradition is a belief or behaviour passed down within a group or society with a symbolic meaning or special significance with origins in the past.

You will be surprised to learn that many of the festivals are subjects to the lunar calendar. Most of the days of the festivals are not determined by the pre-set dates of a lunar calendar, but according to the waxing and the waning of the moon. The Islamic festivals are celebrated according to the Muslim or Hijri calendar.

Makar Sankranti is the only festival which is based on the Sun festivals are always associated with some religious event, e.g., Diwali is associated with the return of Lord Rama to Ajodhya and many other events about which you will read in the section on Diwali.

Guru Purab is associated with the birth of Guru Nanak etc. and other sikh gurus. These festivals are filled with religious fervor, faith and are the time to not only worship their gods but also enjoyment, fun and frolic. Families and friends get together, celebrate them with new clothes, good food and make it a time to visit each other. This unit contains the various festivals of our country along with the months in which they take place.



11.2 LIST OF FAIRS AND FESTIVALS ALONG WITH MONTHS

January

- Bikaner Festival in Rajasthan, Guru Gobind Singh's birthday
- Float Festival in Madurai Tamil Nadu, Kerala Village Fair Kovalam, Kerala, Lohri in Punjab and also places where the people from Punjab are staying.
- Makar Sankranti in Maharashtra, Karnataka, Bihar, West Bengal and Andhra Pradesh and in the North
- Mamallapuram Dance Festival Mamallapuram, Tamil Nadu, Modhera Dance Festival Sun Temple Modhera Gujarat, Nagaur Cattle Fair, Rajasthan
- National Kite Festival, Ahmedabad Gujarat, Pattadakkal Dance Festival Karnataka, Pongal, Tamil Nadu and Andhra Pradesh, the Republic Day celebrated all over the country.
- Basant Panchami/Saraswati Puja, North India and West Bengal Joydev Kenduli Mela

February

- Khajuraho Dance Festival Bundelkhand, Madhya Pradesh, Deccan Festival Hyderabad, Andhra Pradesh
- Desert Festival Jaisalmer, Rajasthan, Eid-Milad-ul-Nabi
- Elephant Festival, Mumbai, Goa Carnival, Goa, Mahashivratri
- Nishagandhi Dance Festival, Thiruvananthapurarn Kerala, Rose Festival in Chandigarh
- Surajkund Crafts Mela, Haryana, Taj Mahotsav, Agra, Uttar Pradesh, Thai Pusam, Tamil Nadu
- Garden Festival, Delhi
- International Yoga Week, Rishikesh, Uttarakhand

March

- Chapchar Kut, Mizoram
- Elephant Festival, Jaipur, Rajasthan
- Gudi Padwa or Ugadi, Maharashtra, Andhra Pradesh & Karnataka, Holi

- Hoysala Mahotsava, Belur-Halebid, Karnataka, International Flower Festival, Sikkim
- Mewar Festival, Udaipur Rajasthan, Natyanjali Festival, Chidambaram, Tamil Nadu, Ellora Festival Maharashtra

April

- Baisakhi, Punjab, Bihu, Assam
- Good Friday, Easter, Mahavir Jayanthi, Ramnavami
- Vishu, Kerala, Budh Purnima

May

- Ganga Dussehra, North India

June

- Hemis Festival, Ladakh, Jammu & Kashmir, Rath Yatra, Orissa
- Sindhu Darshan Festival, Leh, Ladakh, Jammu & Kashmir, Urs, Ajmer, Rajasthan

July

- Ashadi Ekadashi, Pandharpur International Mango Festival, Delhi, Champakkufam Boat Race, Kerala, Guru Purnima
- Nag Panchami, West Bengal, Maharashtra and South India

August

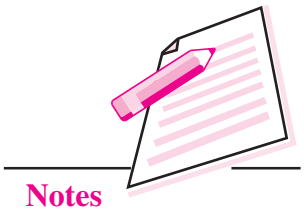
- Id-ul-Fittr, Independence Day, Janmashtami
- Nehru Trophy Boat Race, Kerala, Onam, Kerala
- Raksha Bandhan, North India, Teej, Rajasthan and Uttar Pradesh

September

- Ganesh Chaturthi, Maharashtra, Tamil Nadu, Andhra Pradesh, Kerala, Tarnetar Mela, Saurasthra, Gujarat
- Pune Festival, Maharashtra

October

- Durga Puja, West Bengal Dussehra, Diwali
- Id-ul-Zuha (Bakr-Id)
- Marwar Festival, Jodhpur, Rajasthan, birthday of Mahatma Gandhi



- Navaratri
- Rajgir Dance Festival, Bihar

November

- Hampi Festival Karnataka
- Ka Pomblang Nongkrem, Shillong, Meghalaya
- Lucknow Festival, Uttar Pradesh, Muharram, Pushkar Fair, Rajasthan
- Sonepur Mela, Bihar, Guru Purab, Punjab

December

- Kartik Ekadashi
- Konark Dance Festival, Odisha
- Chennai Dance & Music Festival, Tamil Nadu, Christmas
- Kurushetra Festival, Haryana
- Island Tourism Festival - Port Blair, Andaman & Nicobar Islands, Poush Mela in Shantiniketan, Bengal
- Gangasagar Mela, Bengalsagar Mela, Bengal Vishnupur Mela

11.3 FESTIVALS IN INDIA

In India, the celebrations of fairs and festivals form a wondrous and joyful series of events. It marks the rites of passage between birth and death. There are said to be more festivals in India than there are days of the year. Small local village rituals of worship and propitiation are celebrated with as much fervor as other big festivals. These occasions can draw floods of people numbering half a million or more to any event. Sometimes Fairs and Festivals are moments of remembrance and commemoration of the birthdays and great deeds of gods, goddesses, and heros, heroines, gurus, Prophets and saints. On these occasions, people gather together to celebrate. Each of India's many religious communities - Hindus, Muslims, Christians, Sikhs, Buddhists, Jains and others - have such days.

Major religio- cultural and national festivals of India are Makar Sankranti, Baisakhi, Diwali, Durga Puja, Dussehra, Onam, Holi, Janmashtami, Karwa Chauth, Maha Shivaratri, Naag Panchami, Ganesh Chaturthi, Navratri, Pongal, Raksha Bandhan, Guru Nanak Jayanti, Lohri, Eid ul Fitr, Muharram, Ram Navami, Christmas, Good Friday, Baisakhi, Mahavir Jayanti, Kumbh Mela, Children's day, Jamshed Navroz, Buddha Purnima, Hemis Gompa etc. and many more festivals about which you have already read.

The national festivals are Gandhi Jayanti, Independence Day and Republic Day. We shall now read a little more in detail about some of these festivals of India.

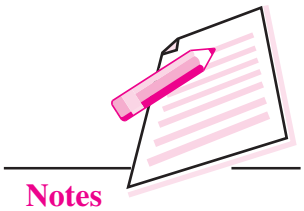
Figure 11.1 Festivals of India as Tourist attractions

Dussehra

Dussehra is amongst the most popular Indian festivals which falls in the Hindu month of Ashvin (around September or October). On this day, Rama (the god and the hero of the great Hindu epic the Ramayana vanquished the evil Ravana – the 10-headed demon-king of Lanka who had abducted Rama's wife, Sita. This festival goes on for atleast ten days. There is great excitement and people go to visit Ramlilas which are held in many places. On the tenth day i.e. on Dussehra, effigies of the demon king Ravanna, along with his brother Kumbhkaran and son Meghnad are burnt. People cheer Lord Rama's victory over evil. Kullu Dussehra in Himachal Pradesh and Mysore Dussehra are famous and popular tourist attractions. Music, dance, puppet joys, joyrides, games, food stall people buying and selling, the balloon wala and chaat wala all can be seen at such events.

Durgapuja

The azure sky with fluffy white clouds and a nip in the air marks the advent of autumn and the time is there for the famous Durga Puja of Bengal. Because of commercialization and globalization many Bengalese have shifted to various parts of the countries hence you can come across many Durga Puja Pandals in major centres worship of the Goddess Durga. Actually the festival is celebrated twice a year– once in the month of March or April (Basant), and again in the month of September or October (Ashwin), during the moonlit fortnight. On both occasions, the puja is a nine-day affair with the last day coinciding with Rama Navmi and Dussehra respectively. One is associated with the birth of Rama and the second is associated with the killing of demons Ravana, Kumbhakaran and



Meghnad by Rama. The Mother goddess is venerated in one form or the other all over India, though she is the most popular among the Bengalis.

Diwali

Deepawali or the Festival of Lights is perhaps the most popular of all Hindu festivals of India. It comes twenty days after Dussehra. It is a joyful celebration signifying the return of Rama from the forests after killing Ravana. People decorate their homes. Religious fervor paralleled with ample fun and merry-making marks this India festival. Deepawali is celebrated in most parts of the country with equal enthusiasm and fervor. Like most festivals, it attracts a lot of tourists who come to India to witness this beautiful festival.

Holi

Holi, the liveliest of all Hindu festivals, is observed all over North India. It heralds the end of the winter and the beginning of the spring and marks the rekindling of the spirit of life. It is a festival of joy when all is forgiven. People throw colored power and water at each other and make merry. Singing and dancing add to the gaiety of the occasion. Holi celebrations in Mathura and the small towns of Braj Bhoomi, the land of Sri Krishna, are spectacular. At this time of the year many tourists come here to witness the Holi celebration.

Eid ul Fitr

Eid Ul Fitr is the biggest Muslim festival of India. The festival is significant as much for its timing as for its religious implications. It is celebrated after the month of Ramzan (the month of fasting and the ninth month of the Muslim year), on the first day of Shavval – a month in the Hijri year (Muslim year). It is believed that the Quran was revealed to Prophet Mohammed in the month of Ramzan. The entire month of Ramzan fasts is observed which is broken after sunset every day. Markets are flooded with many good things to eat, clothes and gifts. On the day of Eid people go to the mosque to say their prayers.

Other major festivals of Muslims are Eid-ul-Zuha and Milad-un- Nabi. Muhharam is a mourning occasion to recall martydom of Imam Hssan and Hussain, grandsons of Prophet.

Baisakhi Festival

One of the most spirited festivals of India is Baisakhi, originated from the northern state of Punjab which is home to some of the most sturdy and fun-loving people in this country. It is the celebration of Baisakhi which marks the

months of hard labour that go into the production of the rabi crop, the first harvest of the year.

Mahavir Jayanti

The birthday of Lord Mahavira, the 24th tirthankar of the Jain sect is largely spent in prayer rather than in any ostentatious display of jubilation. In places with a sizeable Jain population, like Old Delhi and Gujarat, peaceful processions are organised where children put up skits depicting different phases of Mahavira's life. This day is considered to be auspicious enough to undertake new ventures or organise other social activities.

Christmas

Christmas, the festival of Christians is associated with the birth of Jesus Christ. At Christmas which falls on 25 December every year, Christian's go to the Church and sing carols and prayers. People send greetings to their friends and families in faraway places. People decorate their homes with Christmas trees and wreathes, bright red decorative bulbs, festoons, bells, other small ornaments coins and gifts hung in socks.

Days before Christmas markets are packed with huge crowds. People buy new clothes, gifts and decoration materials (for their family).

In Kerala and Tamil Nadu, people hang beautiful star-shaped paper lamps of various colours and sizes outside their homes. The star lamps of Kerala have patterns or cutwork designs on them.

Nearly a week before Christmas, the church, club and school choirs start going to neighborhoods and are greeted by people with cakes and other eatables. Christmas carols are sung in various local languages all over the country. One famous Christmas carol which is sung with great love is silent night, Holy night, all is come, all is bright. Holy - Mother and child i.e. Jesus Christ and his mother. Needless to say that all religious festivals are holiday times. People travel to their homes to celebrate them with their families thus generating a lot of tourists' activities in the country.

Gurpurb

Gurpurbs are related to the lives of the Sikh gurus they are an important features of the Sikh way of life.

During these celebrations, the Guru Granth Sahib is read in private homes and in the gurdwaras. This is done in a single continuous ceremony lasting for

48 hours . This reciting of the Grantha Sahib called Akhan Path must be completed without interruption. In fact, the relay of reciters who take turns at saying the Scripture, ensures that no break occurs.

Special assemblies are held in gurdwaras and discourses are given on the lives and teachings of the gurus. You can see Sikhs march in processions through towns and cities chanting the holy hymns. Special Langars, or community meals are held for the participants. Partaking of a common meal on these occasions is considered an act of merit. Public functions are held. Gurdwaras and residential houses are illuminated with lights and diyas. Friends and families exchange greetings.

11.3.1 National Festivals of India

National festivals are celebrated to commemorate the occurrence of great historical events of national importance. Such festivals inculcate a strong feeling of patriotism in the minds of Indians. India celebrates three National Festivals about which you will read here.

Independence Day: (15th August 1947). Commemorating the day India attained freedom (15 August), Independence Day is celebrated with flag hoisting ceremonies and cultural programmes in the state capitals, district head quarters, cities and villages, especially in almost every school. The Prime Minister's speech at the Red Fort in Delhi is the major highlight. The Delhi skyline is dotted with thousands of kites on this day.

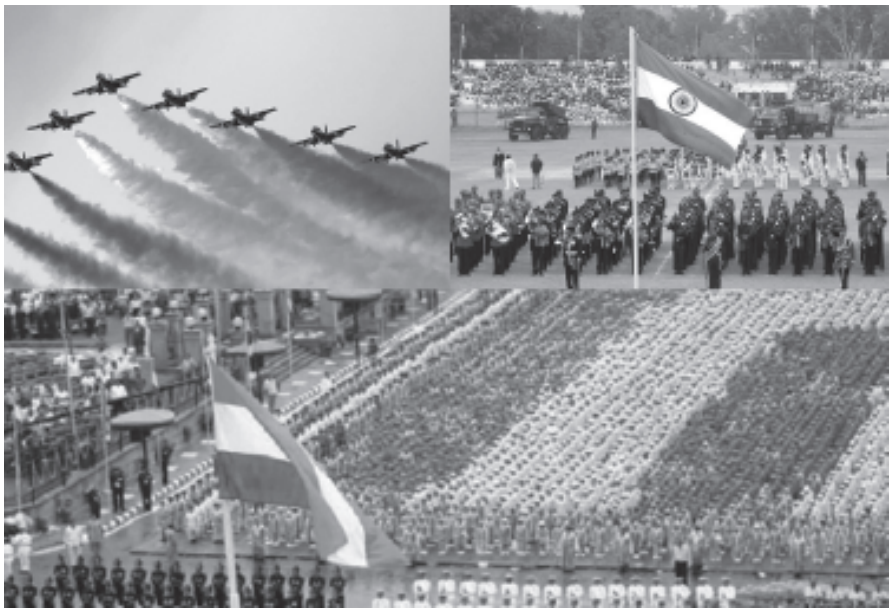


Figure 11.2 National festivals as Tourist attractios

Republic Day: Commemorating the day India became a Republic, in 1950 on 26 January, every year is witness to a colourful celebrations with soldiers marching in unison, followed by folk dancers, school children and floats from different states. The beating retreat that marks the end of celebrations on 29 January is a moving ceremony with military bands playing at Vijay Chowk in Delhi.

Gandhi Jayanti: The birth anniversary of Father of the Nation, Mahatma Gandhi who was born on 2nd October in the year 1869.

Celebrations of National festivals exhibit Political and Socio-cultural scenario of the country and these are alluring Tourist attractions.

11.3.2 Other Festivals

Hemis Festival, Ladakh, Jammu & Kashmir

It is a religions festival and is one of the most auspicious occasions for the Buddhist monasteries in India. The courtyard of Hemis Gompa, the largest Buddhist monastery in Lahdakh, is the stage for the famous 'Hemis' festival that celebrates the birth anniversary of Guru Padmasambhava. Local people dress up in their finest traditional garb for the occasion. Lamas, called 'chhams,' perform splendid masked dances and perform sacred plays to the accompaniment of cymbals, drums and long horns. The head lama presides over the function. The festival takes an auspicious turn every 12 years in the Tibetan Year, when the two-storey high 'Thanka' depicting Padmasambhava is displayed.

Chandrabhaga Mela

Chandrabhaga Mela which is also known as Magha Saptam Mela is a grand fair which is held around February at Khandagiri near Bhubaneswar Odisha. The important fair and festival is celebrated every year during the full moon phase at the sacred Chandrabhaga River. During the seven day fair thousands of pilgrims gather to bathe in the holy Chandrabhaga River.

Kumbh Mela

Magh Mela, Kumbh Mela, Ardh Kumb Mela, Ganga, Dussehra, Triveni Mahotsava etc. is a mass Hindu pilgrimage on which Hindus gather at the Ganges and river Godavari, where bathing for purification from sin is considered a very pious religious act. "An eternal life free of sins" is the promise that comes attached with the magnificent event of Kumbh Mela. It's a promise to which millions want to be bound with, and it is this promise that has made Kumbh Mela what it is today.

There is a beautiful story attached to Kumbh Mela. Legend has it that in the mythological times, the gods and the demons once churned the ocean to retrieve the Kumbh (pot) containing nectar / elixir of immortality (Amrit). As Dhanvantari, the divine healer appeared with the Kumbh containing nectar in her palms, a great fight followed between the gods and the demons to wrest the pitcher. During the fierce battle in the sky, a few drops of nectar / elixir of eternal life fell at four different places, Prayag, Haridwar, Nasik and Ujjain. It is believed that these drops gave mystical powers to these places. It is to make oneself gain on those powers that Kumbh Mela is celebrated in each of the four places since long as one can remember.

Figure 11.3 Kumbh Mela

The Kutch Festival

It is celebrated in Kutch, when Shivratri is celebrated in Gujarat. There are colourfully attired dancers, music concerts, Sindhi Bhajan performances. Langa Desert Music and shops selling embroidered to clothes and jewellery are the tourist attractions here.

Mewar Festival, Udaipur, Rajasthan

It is held to commemorate the arrival of spring, with Rajasthani songs, dances, processions, devotional music and firework displays. It is celebrated during the Gangaur Festival where a procession of colourfully attired women, carrying the images of the goddess Gauri, makes their way to Lake Pichola in Udaipur. Visitors also see an unusual procession of boats on the lake.

Pooram, Thrissur, Kerala

Pooram is the most colourful of all the temple festivals of Kerala. It is celebrated in Thrissur at Vadakkumanathan temple, dedicated to Lord Shiv, usually in April. The festival includes a magnificent spectacle of fireworks, an umbrella display competition and a splendid elephant procession. The best elephants of the state from the various temples in Kerala are sent to Thrissur to participate in the Pooram festival. It is not surprising that people from all over come to visit this festival especially in the land of gods as Kerala is called.

Onam

Another Kerala festival is Onam which heralds the harvest season. Onam lasts for 10 days. People wear new clothes, visit temples and offer prayers. Girls perform the Kaikottikkali in the open, dancing around the traditional brass lamp. Major attractions are the famed snake boat races along the backwaters at Champakulam, Aranmula and Kottayam. About a hundred oarsmen in each boat row huge and graceful ode (snake boats) to the rhythm of drums and cymbals and songs praising Mahabalis reign. Cultural festivities are held throughout the state at different venues.

Ganga Dussehra, North India

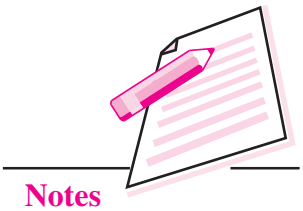
Ten days of the month are devoted to the worship of holy river Ganga, venerated by the Hindus as a mother as well as a goddess. Places along the banks of the river such as Rishikesh, Haridwar, Garh-Mukteswar, Prayag, Varanasi, etc., hold special significance during this event. Devotees flock to these places to bathe in the holy river. In Haridwar, 'aartis' are performed at twilight and a large number of devotees who come here from various parts of the country meditate on riverbanks .

Amarnath Yatra

Pilgrims visit this place in Kashmir, high up among the Himalyan mountains where Lord Shiva explained the secret of salvation to his consort Parvati. It is a very difficult terrain and only very healthy and fit people can visit this place.

Khajuraho Dance Festival, Bundelkhand, Madhya Pradesh

Khajuraho, well known for its enchanting temples, provides the venue for the Khajuraho festival of classical dance every year, usually from 25 February to 2 March. The dancers perform in an open-air auditorium, usually in front of



the Chitragupta Temple dedicated to Surya (the Sun god) and the Vishwanatha Temple dedicated to Lord Shiva. Local craftsmen display their crafts at an open market.

Bihu, Assam

Bihu or Bohag Bihu is the most important festival of the people of Assam and is celebrated in mid-April to welcome spring. Cattle rites are performed on the first day, and homage is paid to elders, relatives and friends on the second day with a special Bihu meal. The third day is set apart for religious services. Games and sports, special Bihu songs and dances, fairs, etc., are a part of the Bihu celebrations. The Assamese also celebrate Magh Bihu in January, and Kati Bihu in October.

Rath Yatra, Orissa

This spectacular chariot festival celebrated for eight days at the famous Jagannath Temple in Puri. Images of Lord Jagannath, his sister Subhadra and brother Balbhadra are taken out in a procession in three immense chariots. Thousands of devotees pull these chariots to Gundicha Mandir, a temple 3 km away. After a week, the deities return to the main temple in a similar procession. The construction of the chariots begins in April.

ACTIVITY 11.1

Select any one religion of your choice. Prepare a list of all what people do to celebrate their festivals i.e. what customs they follow, food they make etc.

INTEXT QUESTIONS 11.1

A. Choose the correct Answer

(i) An event, usually and ordinarily staged by a local community, which centers on and celebrates some unique aspect of that community and the Festival is called

a. Tradition b. Festival c. Culture d. Fair

(ii) Gathering of people to display or trade produce or other goods, to parade or display animals and often to enjoy associated entertainment is called

a. Fair b. Feast c. Tradition d. Festival

(iii) Which festival is a mixture of the religious, festive, the spectacular and full of fun and frolic activities?

a. Gurpurb b. Baisakhi c. Christmas d. Raksha Bandhan

(iv) Name the states where the following festivals are celebrated

a. Bihu b. Baisakhi c. Rath Yatra d. Kutch

11.4 FAIRS : TOURIST ATTRACTIONS

India is a vast and multicultural country. It is also the destination of countless fairs which attract domestic and international tourists. Fairs are rich sources of tourist attractions because they display varieties of local socio-cultural attractions for the tourists in the form of joy, entertainment, enthusiasm and spectacular events. We shall now read about some major fairs of international repute which have been very successful in attracting a large crowd of visitors every year.

They not only add to fun and gaiety of any fair but also help in the economy of the country. Hence tourists should be encouraged to visit them especially if they are in the vicinity of these events

Most of the fairs held in India are either religious fairs or celebration of change of seasons. A number of big fairs are held at important places of pilgrimage. Khumbh Mela is the largest religious gathering in the world which is held at four Holy cities of India. Some of the big religious fairs in India are Pushkar Fair, Baneshwar Fair, Gangasagar Fair, Tarnetar Mela, Chaitre Chaudash Mela, Nagaur fair, and many monsoon festivals or fairs. Kolkata Book Fair is the world's third largest annual conglomeration of books and world's largest non-trade book fair. The famous Sonepur Cattle Fair near Patna is the biggest cattle fair in Asia and the world's largest animal fair.

Pushkar Fair

This is one of the world's largest camel fairs, held during October-November in the oldest city of Rajasthan "Pushkar". It attracts a large number of visitors from all around the world, especially from Israel. It is also an important competitions such as the matka phod and the longest mustache and the Hot air balloon are experiencies enjoyed by the tourists. People also gather to watch camel racing, tent pegging and other such events.

Figure 11.4 Camel Fair

Desert Festivals

Desert Festivals of Jaisalmer and Nagaur are other famous festivals which attract tourists. In Jaisalmer, it is a three day event marked with colour, music and festivity. Tourists over here can witness gair and fire dancers dancing to traditional tunes, camel polo and camel dance. There is a turban tying competition also. Many folk performers also find a platform to show off their talent. There are snake charmers, puppeteers and acrobats who charm the Indian and foreign tourists.

The Sonepur Fair

The Sonepur Fair is the only one of its kind in the world. Haathi Bazaar is one of the major attractions of the fair, where elephants are lined up for sale. Apart from this, all breeds of buffaloes, donkeys, ponies and birds are also available for sale. It is the largest animal fair in Indian which attracts people from all around Asia.

Ambubasi Fair

The Ambubasi Fair is the three-day traditional fair which is organised every year during monsoon in the Kamakhya temple at Guwahati, Assam. Devotees from different parts of the country come here to take part in this fair.

Baneshwar Fair

The Baneshwar fair is a very popular tribal fair held in Dungarpur district in Rajasthan during the month of February. This is a religious fair with simple and traditional rituals to worship Lord Shiva. This fair is the center of attraction

of a large number of tribals from the neighbouring states. It is now becoming a very popular tourist attraction. The tribal way of celebration is very different from the others and is worth visiting.

Goa Carnival

The months of December, January and February are one of the best times for tourists to visit Goa. It is a beautiful state and Christians form a very large section of the people here. It is not surprising that Christmas over here is celebrated with great fanfare. The Goa carnival is a very important fair here. Fun, creativity, music, dance and good food are important part of the carnival. Huge parades are organised throughout the state with bands, dances, floats, strumming of guitars and non stop festivity. No wonder it is popular with the tourists. It involves a public celebration or parade combining some elements of a circus, mask and public street party. People often dress up or masquerade during the celebrations. Tourists from all over India and abroad come here to witness this carnival.

Suraj Kund Craft Mela

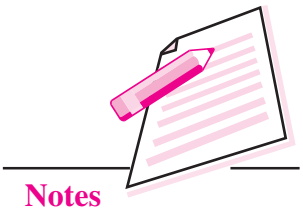
It is a major tourist attraction in the country. It is held every year from 1st to 15th Feb at Suraj Kund in Faridabad district of Haryana State. It has a lovely display of art works made by talented artists from all over India. Most of the articles are affordable and suit the visitors pocket. It is not surprising that this Mela, literally draws lakhs of visitors.

Taj Mahotsav, Agra, Uttar Pradesh

A 10-day event, the Taj Mahotsav is a culturally vibrant platform that brings together the finest Indian crafts and cultural nuances. Starting on 18 February each year in Shilpgram, the Taj Mahotsav is a much awaited event. India's extensive arts, crafts and culture are on display. Folk music, shayari (poetry) and classical dance performances as well as elephant and camel rides, games and a food festival, all form a part of the festivities.

International Yoga Week, Rishikesh, Uttaranchal

Yoga literally means 'union' – of the breath and body, the mind and muscles and, more importants, a union of the self with the divine. To promote the ancient science of Yoga, a week long event is organised by the State Tourism Department at Rishikesh on the banks of river Ganga during February-March. Detailed lectures, demonstrations of various asanas by prominent exponents of Yoga are the major highlights of the Yoga Week. Since yoga is becoming popular



world wide it is not surprising that many tourists come to India to participate and learn yoga.

Elephant Festival, Jaipur, Rajasthan

The Elephant Festival is held every year, a day before Holi. The festival begins with a procession of elephants, camels, and horses, painted and tastefully attired with ornaments and embroidered velvet, followed by lively folk dancers. The elephants greet the visitors, offer garlands to the guests and walk past the ramp before a jury of experts and tourists who select the Best-decorated Elephant. Elephant races and elephant polo matches are special features. The tug of war between elephants and men is probably the most exhilarating highlight of the festival.

Sindhu Darshan Festival, Leh, Ladakh, Jammu & Kashmir

The Sindhu Darshan Festival is a celebration of River Sindhu (Indus) which originates from the lake Mansarovar in Tibet. As part of the celebrations, various groups from different states in India bring water from the other great rivers in the country in earthen pots and immerse these pots in the Sindhu, thereby mingling the river water with other waters of the land.

National Kite Festival, Ahmedabad, Gujarat

On Makar Sankranti, Ahmedabad is at its colourful best as kites of all colours, patterns and dimensions soar into the sky. Special kites with little paper lamps illuminate the night sky with myriad flickering lights. Special Gujarati cuisine, exhibitions of handicrafts, and folk art enhance the festive spirit acting as tourist attractions for people.

Champakkulam Boat Race, Kerala

Champakkulam boat race marks the beginning of the season for boat races in Kerala. Named after the serene village of Champakulam, this race is held on the course of River Pamba. The snake boat race is often considered as the ultimate test of endurance, speed and skill in this region and rowers numbering about 90 to 100 on each boat undergo rigorous training for several days, prior to participating in the race.

Other Popular Fairs in India: Tourist Attractions

Raasmela (Bilasipara, Assam), Brahamotsavam (Tirupati, Andhra Pradesh), Sonepur Mela (Sonepur, Bihar), Somnath Fair (Patan, Gujarat) Gangor Mela

(Sirsa, Haryana), Surajkund Mela(Surajkund, Haryana), Kisan Mela (Karnal, Haryana), Dehati Mela (Ladana, Haryana), Minjar Fair (Chamba, Himachal Pradesh), Dussehra (Kullu, Himachal Pradesh), Jhiri Mela(Jhiri, Jammu & Kashmir), Kunda Fair (Pratappur, Jharkhand), Dassara (Mysore, Karnataka), Godachi Fair (Godachi, Karnataka), Hampi Festival (Hampi, Karnataka), Pooram Festival (Trichur, Kerala), Makara Vilakku (Malappuram, Kerala), Chirappu (Kottayyam, Kerala), Omallor Fair (Omallor, Kerala), Magara Jyoti (Sabarimala, Kerala), Sri Sundareswar (Kannur, Kerala), Utsavam (Malappuram, Kerala), Aranmula Vallamkali (Aranmula, Kerala), Kerala Village Fair (Kovalam, Kerala), Kartik Mela (Ujjain, Madhya Pradesh), Kadam Mela (Kharagpur, Madhya Pradesh), Gwalior Trade Fair (Gwalior, Madhya Pradesh), Makar Sankranti (Ujjain, Madhya Pradesh), Nimar Utsav (Maheshwar, Madhya Pradesh), Kumbh Mela (Nashik, Maharashtra), Sharda Utsav (Nagpur, Maharashtra), Ganesh Festival (Sangli, Maharashtra), Rath Yatra (Puri, Odisha), Joranda Mela (Joranda, Odisha), Dhanu Jatra, (Bargarh, Odisha), Bali Yatra (Cuttack, Odisha), Chatar Yatra (Kalahandi, Odisha), Rural Olympics (Quila Raipur, Punjab), Hollah Mohllah (Anand Pur Sahib, Punjab), Baisakhi (Talvandi Sahib, Punjab), Maghi Mela (Muktsar,Punjab), Ramteerth Mela (Kaler, Punjab), Sahidi Jod Mela (Fatehgarh Sahib, Punjab), Sodal Mela (Jalandhar, Punjab), Chappar Mela (Chappar, Punjab), Khatu Shyam ji (Sikar, Rajasthan), Gangaur Festivel (Jaipur), Urs Ajmer (Ajmer, Rajasthan), Pushkar Fair (Pushkar, Rajasthan), Ramdevra (Ramdevra, Rajasthan), Dussehra Mela (Kota, Rajasthan), Beneshwar Fair, (Dungerpur, Rajasthan), Chanderbhaga Fair (Jhalawar, Rajasthan), Khetlaji Fair (Bundi, Rajasthan), Ranisati Mela (Jhunjhunu, Rajasthan), Kaila Devi Fair (Karauli, Rajasthan), Kallaji Ka Mela (Banswara, Rajasthan), Marwar Festival (Jodhpur, Rajasthan), Peria Kirthigal (Trupparankundram, Tamil Nadu), Panimaya Matha Festival (Tuticorin, Tamil Nadu), Eallazhagar Bannaral (Bannaral, Tamil Nadu), Kundam (Chikkaram, Tamil Nadu),Bemoli Katra Mela (Bemoli Katra, Uttar Pradesh), Kailash Mela (Agra, Uttar Pradesh), Makar Sankranti (Allahabad, Uttar Pradesh), Kumbh Mela (Haridwar, Uttar Pradesh), Barabanki Mela (Deva Barabanki, Uttar Pradesh), Ramnavami Mela (Ayodhya, Uttar Pradesh), Sharvan Jhoola (Faizabad, Uttar Pradesh), Nauchandi Mela (Meerut, Uttar Pradesh), Chitrakoot Ramlila (Chitrakoot, Uttar Pradesh), Rambarat (Agra, Uttar Pradesh), Cattle Fair (Dadri, Uttar Pradesh), Gokulanand Mela (Gokulpur, West Bengal), Sankranti Mela (Ganganagar, West Bengal), Phool Walon ki Sair, Books & Trade fairs, (Delhi) etc.

ACTIVITY 11.2

Select any major fair which you might have visited. List the things you saw there. Of these what according to you, are the major tourists attractions.

INTEXT QUESTIONS 11.2

1. Tick the correct option

i. Sonepur fair is popular as

a. animal fair b. book fair c. camel fair d. mango fair

ii. The largest and holiest fair in India is

a. Goa Carnival b. Pushkar fair c. Kumbh mela d. Makar Sakranti

2. Why are fairs considered as tourist attractions?

3. Describe the significance of Kumbh for tourists.

4. Why is the Goa Carnival an International tourist attraction?

11.5 EVENTS AS TOURIST ATTRACTIONS

Dance and music have always happened to be the most popular choice of tourists. It is not surprising that Dance festivals are held throughout the year all over the country. Indian dances are very popular everywhere. This may be on account of the fact that among Indians who have settled abroad these events have popularized them. It is not surprising that many tourists - Indians and foreigners visit dance festivals. Some of the very popular dance and music festivals are Konark dance festival of Orissa, Khajuraho dance festival of Madhya Pradesh and Chennai dance and music festival.

Classical and Regional Dances namely Bharatanatyam (Tamil Nadu), Kathak (Rajasthan, Punjab, Delhi, Uttar Pradesh), Kathakali (Kerala), Kuchipudi (Andhra Pradesh), Manipuri (Manipur), Mohiniyattam (Kerala), Odissi (Odisha), Sattriya (Assam), Garba & Dandia (Gujarat) and Bhangra (Punjab) etc. are an integral part of Tourist attractions in India.

11.5.1 Popular Dance Forms of India

India is best known for its diversity in culture, tradition, and language. Like the ancient Indian culture the classical dance forms of India has a long history of 2000 years. Most of the dances were performed in the temples before the deities, sometimes they were also performed in the royal courts for the visitors to the King one such example is Kathak which received patronage in the Mughal courts.

Most of the classical dance styles of India were developed in the 2nd and 3rd centuries. In India, eight major Indian classical dance forms are very popular

and attended by a large number of people. These are Bharatanatyam, Kathak, Kathakali, Kuchipudi, Manipuri, Mohiniattam, Odissi and Sattriya.

Bharatanatyam

This classical dance form was originated in Tamil Nadu state of India during the late 18th and early 19th century.

Bharatanatyam is a widely appreciated dance form and it demands unconditional and undivided dedication to become a good Bharatanatyam dancer.

In earlier days it was known as 'Daasiyattam' since it was performed by the the Devadasies in temples of Tamil Nadu. The Bharatanatyam was derived from three basic concepts of Bhava, Raga, and Thaala. The music used during the performance is based on Carnatic classical music. Mridangam, veena, flute, and violin are main musical instruments, used during dance performance.

Figure 11.5 BharataNatyam

Kathak

This classical dance form was initially performed as a temple ritual in north India but later became royal court entertainment under the Mughal and Persian influence.

The word Kathak derived from the word Katha (story telling). The classical dance basically revolves around the ancient storytelling and the performer mainly emphasises on facial expressions and movement of feet and hands. The soulful music accompanies the dance performance with traditional musical instruments.

Figure 11.6 Kathak

Kathakali

This is a unique form of dance drama from Kerala, which is performed on stories from the Hindu epics like the Ramayana, the Mahabharata, and the Purans in the temples.

Figure 11.7 A Kathakali

The dancers use big masks with heavy make-up and costumes. Dancers wear huge colorful skirt and head dress. Three groups of performers participate in the Kathakali dance: the dancer, vocalist, and the percussionists. The dancers play a variety of roles (like king, gods, demons, animal, priests etc.) during the performance.

The facial expression, hand movements (Mudras), and eye movement are used by the dancers to convey their dialogue to the spectators. Kathakali dancers perform to the beats of three distinguished drums- Cena, Edakka, and Maddalam. All three drums produce distinct sounds.

Kuchipudi

This dance originated from Andhra Pradesh. It was initially performed in the temples by the Brahmin men, known as Bhagavathalu. It is a form of dance-drama, enacted at night in the open air on an improvised stage. The dancers wear colourful costumes, make-up, and heavy jewellery and ornaments. During the dance performance classical Carnatic music is used. Mridangam, violin, and clarinet are the major musical instruments used during the performance.

Figure 11.8 Kuchipudi

Manipuri

Manipuri dance is a classical dance form of Manipur. It is a very ancient form of Indian classical dance and the earliest records of this dance date back to about 100 AD. As compared to other Indian classical dances Manipuri dance movements are slow and graceful. The gentle arm and foot movement make the dance performance differ from other classical dances. The main musical instrument of Manipuri dance is Manipuri Dholak.

Figure 11.9 Manipuri dance

Mohiniattam

This dance form belongs to Kerala. Mohiniattam means Mohini's Dance (according to Indian mythology, Mohini was incarnation of Lord Vishnu in the form of a beautiful woman with the intention to slay the demon Bhasmasur).

Figure 11.10 A Mohiniyattam

Odissi

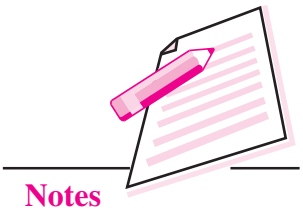
Odissi dance style originates from Odisha. It is considered to be one of the oldest surviving dance forms in the world. In ancient times it was performed in the temples of Odisha. Odissi dance is very similar to the Bharatanatyam in respect to expressions and mudras. The dance is based on the Sanskrit play Geet Govinda which shows love and devotion to Lord Krishna.

Figure 11.11 Odissi

Sattriya

It is the classical dance form of Assam .It was introduced by the great Vaishnav saint and reformer of Assam, Mahapurusha Shankaradeva. Sattriya dance tradition is governed by strictly laid down principles in respect of hastamudras, footwork, aharyas and music etc. The costumes of the dancer are made of Assam Pat Silk and traditional Assamese jewellery. It is accompanied by musical compositions called borgets based on classical ragas.

Figure 11.12 Sattriya dance



11.5.2 Music: Tourist Attraction

Like dances, Indian music is also a strong factor which attracts Tourists to any place or event in fact tourists visiting such places should be encouraged to be part of any event hosting music or dance events.

Indian music is traditionally taught via oral methods and, until the 20th century, did not employ notations as the primary media of instruction, understanding, or transmission. The rules of Indian music and compositions themselves are taught by a guru to a shishya, in person. Various Indian music schools follow notations and classifications.

Hindustani Classical music

Hindustani music is mainly found in North India. Khayal and Dhrupad are its two main forms, but there are several other classical and semi-classical forms. There is a significant amount of Persian influence on Hindustani music in terms of the instruments, style of presentation, and ragas such as Hijaz Bhairav, Bhairavi, Bahar, and Yaman. Hindustani music has assimilated various folk tunes, for example, ragas such as Kafi and Jaijaiwanti are based on folk tunes. Players of the tabla, a type of drum, usually keep the rhythm, an indicator of time in Hindustani music.

Another common instrument is the stringed tanpura, which is played at a steady tone (a drone) throughout the performance of the raga, and which provides both a point of reference for the musician and a background against which the music stands out. The task of playing the tanpura traditionally falls to a student of the soloist. Other instruments for accompaniment include the sarangi and the harmonium. They form a very important part of any music festival that takes place anywhere in the country.

Carnatic music (South Indian music)

Carnatic music, from South India, tends to be more rhythmically intensive and structured than Hindustani music. Examples of this are the logical classification of ragas into melakarthas, and the use of fixed compositions similar to Western classical music. Carnatic raga elaborations are generally much faster in tempo and shorter than their equivalents in Hindustani music. In addition, accompanists have a much larger role in Carnatic concerts than in Hindustani concerts.

Primary themes include worship, descriptions of temples, philosophy, and nayaka-nayika themes.

INTEXT QUESTIONS 11.3

1. Tick the correct option

i. Bharatanatyam dance has its origin in

a. Karnataka b. Maharashtra c. Odisha d. TamilNadu

ii. Indian dances depend on

a. Raaga b. Bhav c. Mudra d. Bhav and mudras

iii. Which dance form depicts stories from epics and scriptures

a. Kathakali b. Bharatanatyam c. Kathak d. Odissi

iv. South Indian music is also known as

a. Carnatic music b. Dakhinni musi

c. Kannada music d. Hindustani music

2. Why are dance and music an integral part of Tourist attractions?

3. List any five popular Indian music instruments.

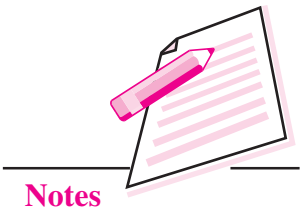
ACTIVITY 11.3

Collect pictures and information of different forms of Indian dance and music, and paste them in the scrap book.

11.6 FOOD ITEMS: AS TOURIST ATTRACTIONS

Human beings desire to taste the cuisine which they have not tasted before. This makes food and beverages as major Tourist attractions. Fairs and festivals serve most of these cuisines. Sewiyyan, a sweet dessert is one of the most important cuisine on Iid ul fiter which is popularly called sewiyyan wali Eid.

Similarly, a dessert called gujiyan on Holi and certain food items are served as Prasad on festivals which is available only in those days. As explained above, India has multicultural diversity which make it a country with varieties of food and beverages which can be had by the food loving tourists visiting that place or in the occasion of a festival. Listed below are some very popular cuisines in India which tourists can enjoy and sometimes even take home e.g. Namkeens of Gujarat and Rajasthan, Dhoda sweet from Gurgaon, Petha from Agra, and



Pedas from Mathura, banana chips from Kerala, Mishti Dahi and Rosogullaha from Kolkata while Saffron and Waazwan comes form Kashmir and Apples from Kullu. .

Cuisines Available for Tourists in India

i. Rogan Josh (Curried lamb), Gushtaba (Spicey meat balls in yoghurt), and the delicious Biriyani (chicken or lamb in orange flavoured rice, sprinkled with sugar and rose water).

ii. Tandoori cooking (chicken, meat or fish marinated in herbs and baked in a clay oven) and kebabs are also Northern cuisine.

iii. Bhujia (vegetable curry), Dosa, Idli and Sambar (Rice pancakes, dumplings with Pickles and Vegetable and Lentil curry), and Raitas (yoghurt with grated cucumber and mint).

iv. Bombay duck (curried or fried fish) and Pomfret (Indian salmon).

v. Parsi Dhan Sak (lamb or chicken cooked with curried lentils) and Vindaloo vinegar marinade.

vi. Fish in Bengali cooking as in Dahi Maach (curried fish in yoghurt flavoured with turmeric and ginger) and Malai prawn (curried prawn with coconut).

vii. Pooris, Chappatis, Makki, Bajra Roti-Sarson Saag and Nan etc. Common throughout India are Dals (crushed lentil soup with various additional vegetables), and Dahi, the curd or yoghurt.

Desserts

Some common Indian Sweets and Desserts include:

i. Barfi: A sweet made of dried milk with ground cashews or pistachios, often served with a thin layer of edible silver foil as decoration.

ii. Chikki: A sweet made out of peanuts and molasses.

iii. Gulab Jamun: A dessert consisting of fried milk balls soaked in sweet syrup, such as rose syrup or honey.

iv. Jalebi: Dough fried in a coil shape dipped in sugar syrup, often taken with milk, tea, yogurt, or Lassi.

v. Kulfi: An Indian ice cream in a variety of flavours such as mango, saffron, or cardamom.

vi. Kheer: A sweet rice pudding usually made with rice and milk.

vii. Malpua: A type of pancake made of wheat or rice flour, deep fried and dipped in sugar syrup.

viii. Rasgulla: A popular sweetmeat, produced by boiling small balls of collage cheese in sugar syrup.

ix. Sandesh: A sweet made from cheese, kneaded with fine ground sugar and molasses.

x. Shrikhand: A creamy dessert made out of strained yogurt, often served with dried fruits such as mangoes.

xi. Kaju Katli: Similar to Barfi, mainly comprises cashew powder along with ghee, cardamom powder and sugar.

xii. Rabri: Rabri is a sweet, condensed milk based dish made by boiling the milk on low heat for a long time until it becomes dense and changes its colour to pinkish. Sugar, spices and nuts are added for flavour.

BEVERAGES

Non-alcoholic Beverages

i. Masala Tea

ii. Indian Filter Coffee popular in Southern India.

iii. Lassi

iv. Sattu

vi. Chaach, Sharbat and Nimbu Pani (Lemonade)

vii. Badam Doodh and Coconut water

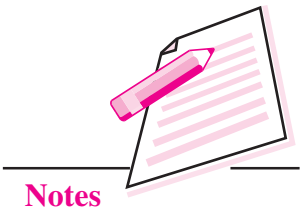
viii. Panner Soda or "Gholi Soda"

INTEXT QUESTIONS 11.4

1. Why are cuisines unavoidable Tourist attractions?
2. Name any five food styles of India available to the tourists.

ACTIVITY 11.4

Make a list (region wise) of Indian foods, desserts and beverages and collect informations about them with their pictures if possible.



WHAT YOU HAVE LEARNT

- The cultural components of any society are based on its religion, festivals and events that are a part of that society.
- You are aware of different festivals celebrated in the country and also the communities which are associated with them and also the months in which they are held.
- You have also read about the innumerable fairs and melas organised in different regions of the country; the events associated with them as well as the foods and programmes associated with them.

TERMINAL EXERCISE

1. Differentiate between Festivals and Fairs.
2. Why are Culture, festivals and fairs considered as Tourist attractions?
3. Mention any three major Hindu festivals. How do they become Tourist attractions? Explain.
4. Mention any two major Muslim festivals. How do they serve as Tourist attractions? Explain.
5. Identify the major Jain and Buddhist festivals and state their significance as Tourist attractions.
6. List the major Sikh and Christian festivals, which are Tourist attractions.
7. Explain the significance of National festivals which attract tourists to various places.
8. Throw light on the Tourist attractions of five most popular fairs of India.
9. Comment on Indian dances as tourist attractions.
10. Highlight special features of any three Indian dances which are a great source of attraction for the tourists.

ANSWER TO INTEXT QUESTIONS

11.1

(i) c

(ii) a

(iii) c

(iv) (a) Assam (b) Punjab (c) Odisha (d) Gujarat

11.2

1. i) a

   ii) c

2. They hold certain events which attract people like the Goa Carnival or the Kumbh Mela.

3. The event takes place after every 12 years and Hindus consider bathing in the river Ganges as a pious act.

4. Goa carnival is an annual event which takes place in Goa every year which in filled with fun, frolic, and merry making. Many visitors flock to see this event.

11.3

1. (i) d

   (ii) d

   (iii) a

   (iv) a

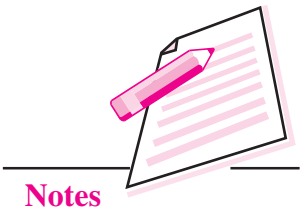
2. Dance and music are enjoyed by the tourists especially the foreign tourist. This is because these events have been popularised by the Indians settled abroad.

3. Mridanga, violin, tabla, flute, bansuri, harmonium, sitar, veena, dholak, sarod

11.4

1. The cuisines form an integral part of any cultural programme together with the festivals and fairs held in the country.

2. Mughlai, Oudhi, Rajasthani, South Indian, Punjabi, Gujarati, Maharastrian. Food.



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12

NATURAL TOURIST ATTRACTIONS IN INDIA

India is a vast country with immense geographical and cultural diversity. The diversity varies from the Himalayan Mountain in north to coasts in the south and from Thar Desert of Rajasthan in the west to the humid forests of the North-East. Even the climatic conditions vary from the equatorial in the south to the polar region in the higher slope of northern mountain. This rich diversity is bound to create many natural attractions for the tourists visiting these places. The people from plain and Southern India would like to visit the Himalayan hill stations in search of a cool climate during summer. Similarly, people from the north would like to see the coastal areas. This plays a great role in providing opportunities for the development of tourism in the country. Each geographical region has its own beauty. Life has become very hectic and mechanical. People now prefer to go back to nature to refresh themselves. Natural beauty is now very much in demand not only by domestic tourists but also international tourists. In this lesson we shall read about India's geographical features and appreciate what it has to offer to tourists to see, enjoy and appreciate.

OBJECTIVES

After studying this lesson, you will be able to:

- describe the physical features of India;
- explain distribution of tourist places in India;
- identify the natural attractions of tourist regions popular with the WildLife;
- describe the different Bird Sanctuaries in India and
- illustrate the various hill stations in India.

12.1 PHYSICAL FEATURES OF INDIA

The physical features of India refer to the physical appearance of the country in terms of altitude, geological history, formation and geographical characteristics. Based on this criterion, India can be divided into four major regions (Fig. 12.1):

1. The Northern Mountains Regions
2. The Great Northern Plains
3. The Peninsular Plateau
4. The Coastal Plains and Islands.

12.1.1 The Northern Mountains

The Northern boundary of the country is formed by the mountain system of the Himalayas. It stretches from Jammu and Kashmir in the Northwest to the hill ranges of Purvanchal in the East. The literal meaning of the Himalaya (Him+Aalay) is the abode of snow. It is one of the youngest fold mountains of the world, rising to over 8000 meter above mean sea level. Being the highest mountain system of the world, it also has the highest peak of the world.

Himalayas can be divided into mainly three parallel ranges running from West to East direction:

a. Greater Himalaya or the Himadri

b. Lesser Himalaya or the Himachal

c. Outer Himalaya or the Siwalik

Greater Himalaya or the Himadri: It is the northern most range with an average height of 6000 meter AMSL. Its width varies between 90 km to 120 km. The greatest peak of the world, the Mt. Everest, 8848 meter (Nepal) is in this range. The great peaks in Indian Territory are Kanchenjunga (8598 meter), Makalu (8481 meter), Dhaulagiri (8172 meter), Manaslu (8156 meter), Nanda Devi (7817 meter) etc. Many of the high mountain passes like Bara Lacha La, Shipkila, Thangla La, Nathula, Zojla etc. are located in this region of the Himalaya. This area is also very much in demand for adventure tourism activities like rockclimbing, trekking, and watching the natural beauty of the region.

Lesser Himalaya or the Himachal: This range runs almost parallel and to the south of the Himadri. Its altitude varies from 1800 to 3000 meter and its width is 60 to 80 km. The Dhauladhar, the Pirpanjal, Mahabharat Range and Mussoorie Range are included in this section. It is a complex mosaic of forest covered by ranges and fertile valleys. There are many hill stations like Shimla, Kullu, Manali, Dharamshala, Chail, Chakrata, Mussoorie, Nainital, Almora, Ranikhet, and Darjeeling besides many others in this region.

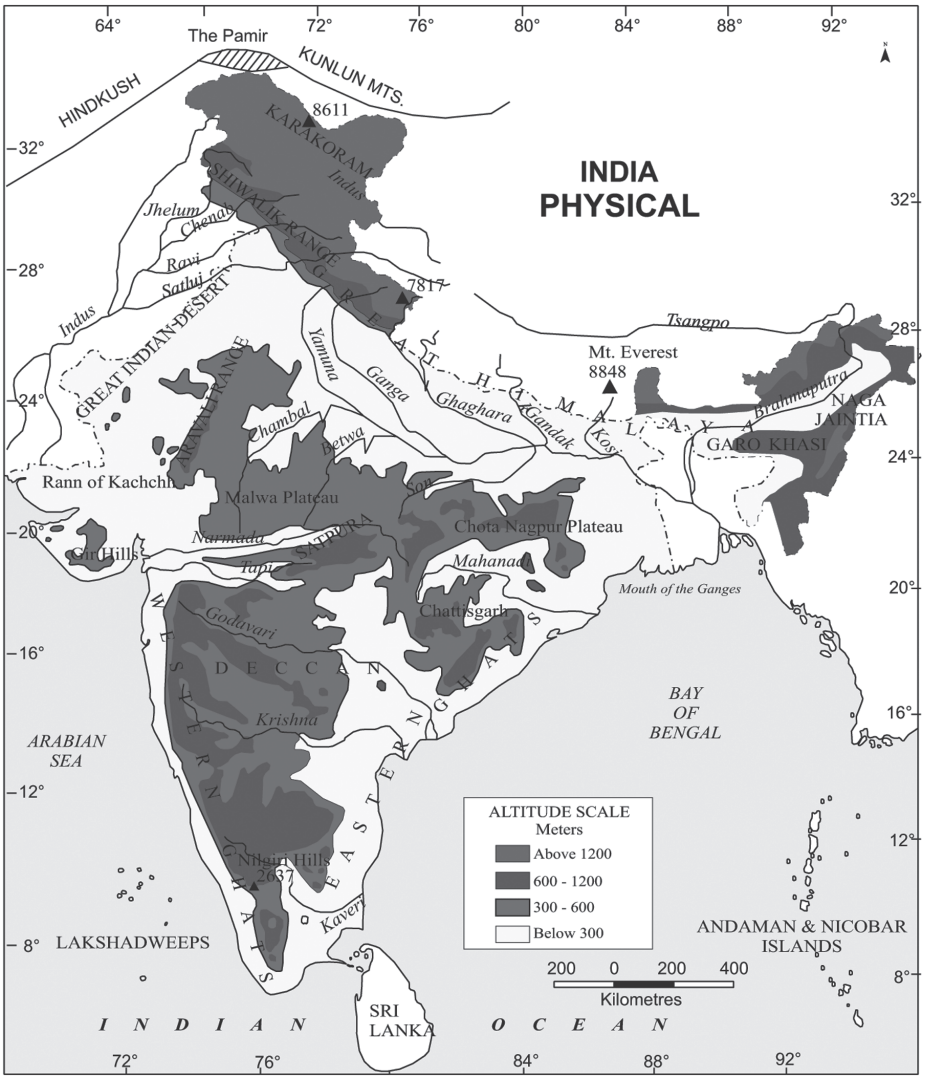


Figure 12.1: Physical Features of India

The British rulers in India developed some of these hill stations to escape the heat of the summer seasons. These hill stations are very much in demand even today, particularly in the summer season, to get respite from the scorching heat of the sun in the plains and plateau region of the country.

Outer Himalaya or the Siwalik: They are the southern most range of the mountains and are popularly known as the foothills of the Himalayas. Its altitude varies from 900 to 1500 meter and its width from 15 to 50 km. They are the newly formed ranges of the Himalayas. To the south of this range are the great plains of North India. The adjoining land between plains and the mountains is known as the Terai region. It has very dense vegetation which is deciduous in nature and is characterized by many long, flat-bottomed valleys known as Duns, for example Dehra Dun.

12.1.2 The Northern Plains

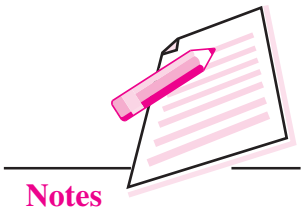
The Great Northern Plains are placed between the Himalayas in the north to Peninsular Plateau in the south. It extends from the western boundary of the country from Punjab and Rajasthan to the Ganges delta and the Brahmaputra plain in the East. It has three main river systems namely the Indus, the Ganges and the Brahmaputra. It is almost 2400 km in length from west to east. Its width varies from 200 km in Bihar to about 500 km in Punjab and Rajasthan. One of the most important characteristics of the Great Northern Plains has been the rise of many religions as well as being the center of civilization since time immemorial. Many of the religions, Hinduism, Sikhism, Buddhism and Jainism have evolved from this area. There are many cultural and religious centers in the plains, which have emerged as the centers of tourism for foreign as well as domestic tourists. Almost the entire region is famous for various kinds of attractions for tourists. These are religious places, heritage sites and historical monuments etc. about which you will read in different lessons in this course of Tourism. In fact they are the driving force for growing tourism in the plains of the country.

12.1.3 The Peninsular Plateau

The Peninsula Plateau is located to the south of the Great Northern Plains. It is surrounded by seas from three sides. It is one of the oldest land features of world. The Narmada river divides this peninsula into two parts. The Central Highland is north of the Narmada river and the Deccan Plateau lying to the South of this river.

The Central Highland: It is very important for the availability of minerals and fossil fuels like coal. Varieties of minerals like iron-ore, bauxite, copper, manganese, lead, zinc, coal, mica, nickel etc. are found in abundance. These minerals are the backbone for industrial development. Many of them are very essential for the development of infrastructures. The area offers great employment opportunity to the people as well as tourism.

The Deccan Plateau: It covers an area of about 7 lakh sq. km. Its Northern boundary is along the Satpura Range, Mahadev Hills and Rajmahal Hills. Together they form the base of the triangular shape of the Deccan Plateau. Its two sides run along the Western Ghats and Eastern Ghats and converge at the southern tip of the Peninsula. It stretches over Madhya Pradesh, Maharashtra, Karnataka, Andhra Pradesh, Tamil Nadu and Kerala. Many of the east flowing rivers originate from the Western Ghats and drain downwards to the east because it slopes towards the eastern side. The Plateau can be divided into three distinct



zones, namely the Deccan Trap, also known as the area of black cotton soil, the Western Ghats and the Eastern Ghats.

Western Ghats is one of the world's top ten "Biodiversity Hotspots". The hot spot includes many national parks, wildlife sanctuaries, biosphere reserve and reserve forests. Many of them are designated as the heritage sites. The hill-stations and heritage sites are in good demand for tourists. There are many tunnels in the way. They provide beautiful picturesque scenic beauty with numerous waterfalls. They provide connectivity through road and railways. They play an important role in promoting tourism by reducing the time, distance and money of the tourists.

The Eastern Ghats are a discontinuous mountain range along the eastern coast of India. The Nimaigiri hills of Koraput and Mahendragiri hills of Ganjam districts of Odisha attain a height of about 1500 meter. These hills are thickly forested. Udagamandalam (Ooty), situated in Nilgiri Hills, is a very favoured hill station of South India. The southern parts of these broken ranges are lower in height. The southern part of this culminates in the form of a tip, joining both the Ghats – Western and Eastern.

12.1.4 The Coastal Plains and Islands

The Coastal Plains of India are found on both coasts – eastern and western. Western Coastal Plain is confined between the Western Ghats and the Arabian Sea. It starts from the Rann of Kutch in Gujarat in the North to Kanyakumari in the South. Several cascading waterfalls may be observed which attract tourists from various regions. This plain is simply divided into three.

The northern plain is known as Konkan Plain, the middle one as Kannad Plain and the southernmost as Malabar Plain. There are a number of long and narrow lagoons and backwaters e.g. Vembanad which is very famous in Kerala.

The Eastern Coastal Plains are located between the Eastern Ghats and the Bay of Bengal, starting from the southern part of the Gangatic Delta to Kanyakumari. Near Kanyakumari both plains – Eastern and Western meet and converge into one. This plain is about 120 km wide. These plains are very rich in soil fertility, producing abundance of rice. There are many rivers draining through this plain creating delta at their mouths. There are many lagoons formed along this coast and they are the center of attractions for the tourists. Chilka, Pulikat and Kolusu lakes are famous which attract tourists in great number.

There are two groups of Islands. All together there are 247 islands with India. They are scattered into two groups - Andaman and Nicobar Group and Lakshadweep Group. There are 222 islands in the Bay of Bengal and remaining

25 islands are in the Arabian Sea. Both groups of islands are quite different in terms of their formation.

The islands in the Arabian Sea are mostly made up of coral deposits, hence, known as coral islands. The islands of the Bay of Bengal are basically made up due to tectonic activities, related to the formation of the Tertiary Mountain system. If one sees the extension of the Himalayas from Northeastern States further down towards the Bay of Bengal, it appears that it is the Himalayan orogeny. The islands are very special particularly from the point of view of tourism.

ACTIVITY 12.1

Take an outline map of India and show different physiographic regions of the country. Locate your position on the map. Write the characteristics of the area where you are living, in terms of physiography. Write an account of the tourism activities in your area. If the tourism activities are not found in your areas, prepare a list of reasons for it.

INTEXT QUESTIONS 12.1

1. Write any three characteristics of the Deccan Plateau.
2. Which of the Ghats is the Biodiversity Hotspots in India?
3. Differentiate the Andaman Nicobar Islands and the Lakshadweep Islands.

12.2 DISTRIBUTION OF TOURISTS PLACES IN INDIA

Almost the whole of India has many attractions for tourists both natural and cultural. Therefore, tourist centers are distributed throughout the country. These attractions are very closely associated with certain types of physiographic regions of the country. For examples, hill-stations are on the hills and mountains which offer cool climatic conditions. The mountainous region offers adventure tourism such as rock climbing, trekking angling, parachuting, rafting etc. Himalayan rivers provide the base for white water rafting in the Ganga, the Alaknanda, Chenab, the Beas etc. The beaches are found along the sea coasts. The combination of sea, sand and sun is very attractive for tourists such as Kovalam the world famous beach in Kerala. Many areas are full of forests. They have a number of National Parks, Wildlife Sanctuaries; protected forests which are charming for some tourists. Religious faith of the people is a great attraction

for many of the tourists. Hence, those places are also much sought after by the people. Some important places for tourists are shown in the Figure 12.2.

Figure 12.2: Major Tourist Destinations in India

12.2.1 Major Tourist Circuits

There are several tourist centers in India, but some of them are more in demand in comparison to others. Hence, certain special arrangements are provided to facilitate the tourists to visit these circuits without much difficulty.

It is also kept in mind that it should be easy and quick to move with comfort and economy. For this purpose, many tourist circuit routes have been developed by the tour operators depending upon the demand from the tourists. Some of the important among them are:

1. Delhi – Agra – FatehpurSikri – Jaipur – Delhi.
2. Gwalior – Khajuraho – Bhopal – Gwalior.
3. Sarnath – Kusinagar – Bodh Gaya – Sarnath.
4. Bhubaneshwar – Konark – Puri – Chilka –Bhubaneshwar.

And many more are in operation. We can get the details regarding the location and routes of transits circuits from Fig. 12.3.

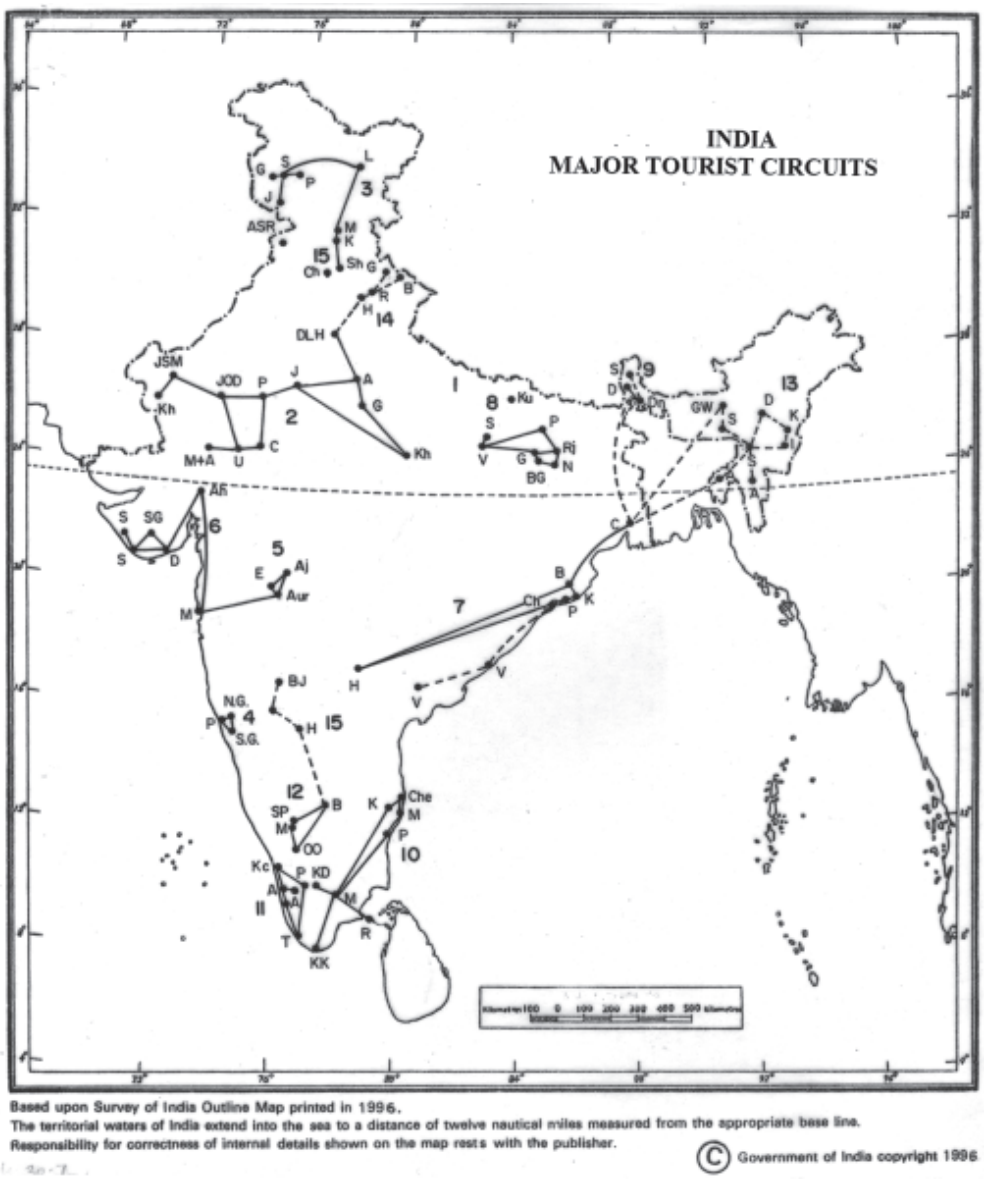

INDIA
MAJOR TOURIST CIRCUITS
Based upon Survey of India Outline Map printed in 1996.
The territorial waters of India extend into the sea to a distance of twelve nautical miles measured from the appropriate base line.
Responsibility for correctness of internal details shown on the map rests with the publisher.
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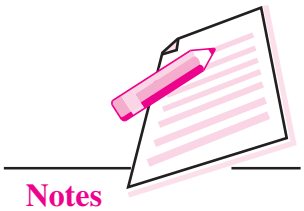
Figure 12.3: Major Tourist Circuits in India.



12.3.2 Hill-Stations

Hill-stations are located on the hill and mountain slopes (Fig. 12.4). They are cool even in the summer season. This is because of the height. With increasing height of 165 meter, temperature decreases by 1°C. It happens because the air is sparse at higher altitude. Sun's radiation reaches the surface first. Land surface is warmed up and the surface radiates the heat in the form of long waves. Thus, the air is warmed up. Since the air is less dense and sparse, the effectiveness of the sun's heat is less. That is the reason why places lying over the hills and mountains slope are cool even in summer. This type of climatic condition is very much comfortable and pleasant. People from different parts of the country wish

Figure 12.4: Major Hill stations in India

Notes

to stay at the hill-stations for some days when the sun is very hot in the plains and the plateau.

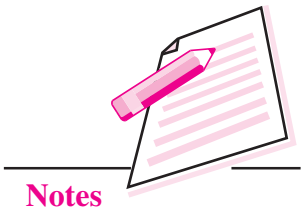
12.3.3 Adventure Tourism

Adventure tourism is one in which tourists are involved in some exploration of less known areas or places particularly in a hostile environment. It can involve some degree of risk or physical damage to them. There are three types of adventure tourism (i) Aerial adventure (ii) Water adventure and (iii) Land adventure.

Aerial adventure includes mainly parachuting and paragliding, water based adventure tourism are rafting and water skiing. In India, land adventure is very popular and includes rock climbing, angling, mountaineering, trekking, mountain biking, skiing etc. This type of tourism is more concentrated in the rugged mountainous terrain. In India, these are more popular in the Himalayan and plateau region.

Table 12.1 Details of Major Treks in India

Name of the Treks	Height (meter)	Days	Difficulty Level	Suitable Period for Trekking
Mesmerising Markha Valley	5150	12-15	Moderate	June to October
Frozen River Trek of Ladakh	3850	17-21	Extremely Strenuous	January to March
Striking Stok Kangri	6153	11-13	Easy	June to October
Glorious Goecha La	4940	12-15	Moderate	March to May
Holy Kinner Kailash Circuit	6500	12-16	Moderate to Strenuous	July to October
Pin Parvati Valley (of Gods)	5319	13-17	Moderate to Strenuous	June to October
Hemkund and Valley of Flowers	3853	9-13	Easy	May to October
Gangotri-Gaumukh-Tapoban	4463	9-13	Moderate	May to October
Boundless Nanda Devi	4268	10-13	Moderate	June to October
Dodital – Mythological Lake	4150	6-8	Moderate	May to October
Majestic Khatling Glacier	4200	12-14	Moderate	May to October
Inexplicable Lake of Roopkund	5029	7-9	Moderate	May to October
Garhwal Mountains-Kuari Pass	4575	9-12	Moderate	April to mid-June and August to September
Perfect Panchachuli Base Camp	4260	7-10	Moderate	May to October
Engrossing Milan Glacier-Kumaon	4150	13-15	Moderate to Strenuous	June to October
Soft Adventure of Pindari Glacier	3990	11-13	Easy	May to October
Kafni Glacier-the Hidden Gem	3892	9-11	Easy	May to October
Padam-Darcha - Adobe of Snow	4950	9-12	Easy	June to October
Hiking the Hemis-Nimaling	5270	8-10	Moderate	June to October



The Table 12.1 shows places for trekking in the Himalayan region. Apart from them, there are many more other trekking routes in the Himalayas as well as in the plateau areas.

Adventure tourism has been gaining popularity in the recent times. Many such programmes have already been prepared while television channels like National Geographic, National Geographic Wild, Animal Planet, Discovery, Discovery Science etc. are making them popular.

12.3.4 Wildlife Sanctuaries and National Parks Tourism

A wildlife sanctuary is an area specially planned where any human interference is banned. No one can hunt or shoot any of the animals in the area. Hence, it is a protected area and effort is made to keep the surrounding in its original state. National parks are areas where native plants and animals and their habitats, places of natural beauty, historic heritage and aboriginal cultural heritage are protected. Hence, both wildlife sanctuaries and national parks have great importance in maintaining the awareness about the natural habitat.

The tourism activities are taken up in the wildlife sanctuaries and national parks. It gives an idea of their importance in our life. Though organisation of tours within the pristine environment causes some ill-effect on the surrounding, still they create awareness about their importance.

The wildlife sanctuaries and national parks are mostly associated with the rugged terrain where there are more forested areas. They make 4.5 percent of total geographical area. The area is also less in demand because of the undulating character of the surface where agricultural activities are not well developed. There are 442 wildlife sanctuaries. Among them, there are 41 Tiger Reserve Forests. Some of the Wildlife Sanctuaries are developed for some special purposes like Bird Sanctuary. National Parks are of greater importance at the national level. Today there are 102 National Parks encompassing 39,919 sq. km. of area and many more are under the process of national recognition. Manas, Kanha, Ranthambore, Dudhwa, Bandhavgarh, Jim Corbett, Rajaji, Kaziranga are all very favoured choice of tourist.

12.3.5 Beach Tourism

Beach is a land form found along the sea coast of an ocean or sea. It is usually made up of sand, particles, gravels, shingles and pebbles generated from the rock fragments by wave erosion and deposition. Hence, beaches are typically developed in the areas along the coast where wave action deposits the eroded materials. India has a sea coast of about 7000 km. This great length of sea coast provides beautiful beaches and a restful and quiet environment with abundant nearby greenery, perfect to relax and refresh. It rejuvenates the body and mind

of the visitors. Walking on the water soaked sandy beach along the blue clean water of the ocean generates romanticism. The unending site of the ocean water has a unique feeling of getting away from the earthly worries. The sunrise and sunset are really beautiful to watch from the beach. The sea, sand and the sun annihilate all worries. The locational advantage of beach attracts many tourists, both national and international.

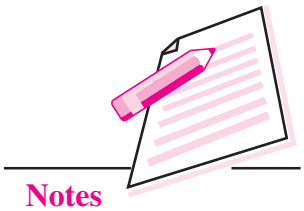
The important beaches of India can be seen in the figure 12.5.

Figure 12.5: Major Beaches in India.

ACTIVITY 12.2

Take two outline maps of India. On one map, show the hill-stations of India. Based on this map, try to find the answer of the following questions:

a. What is the pattern you find on the map?



b. Where are the most hill-stations located?

c. What are the reasons for concentration of hill-stations in the Himalayan region?

On the other map, show the sea beaches of the country. What are the main reasons for the growing popularity of tourism on beaches?

INTEXT QUESTIONS 12.2

1. Describe the major tourist circuits of India.
2. Name the major hill stations in northern India.
3. Explain three types of adventure tourism.

12.4 MOST POPULAR WILDLIFE SANCTUARIES IN INDIA

- **Ranthambore Wildlife Sanctuary** in Rajasthan is spread over 392 sq.kms and located just 130 kms away from Jaipur. The deciduous forests of Ranthambore provide great opportunity to observe wildlife viewing of the tiger. Tourists can spot other animals like sambar, chital and panthers. Early morning and late afternoon safaris take tourists to possible spots where tiger and some of its cubs may cross their path.
- One of India's prime destinations for spotting the wild at their natural habitat is the **Corbett National Park** located at the foothills of Himalayas in Uttarakhand. Rare flora and fauna make it the wildlife hub of India. Corbett Park gives endless possibilities of interacting with the wild animals, so tourists come and connect with these magnificent creatures and discover a unique bond they share with nature.
- Sheltered in the Vindhya Ranges of Madhya Pradesh, the **Bandhavgarh National Park** was the original home of the precious white tigers where they were first sighted in Rewa. The lush greens of this wild paradise are spread across 437 sq. kms of land. There is a lot for the wildlife enthusiasts who can look forward to. Nilgai, Chinkara and wild boars are amongst those easily sighted. Spotting a fox could be tricky. Since the park boasts of a healthy population of tigers there are extremely favourable chances of seeing them.
- Perched high on the Western Ghats in God's own country Kerala has the picturesque **Periyar National Park** and tiger reserve. The park is widely known for the large herds of Indian elephants which thrive on the Periyar River nestled in the dense forests of the Cardamom Hills.

- **Kaziranga National Park** in Assam is a haven for the wild. It is the habitat of the one horned rhinoceros, a paradise for wild elephants and water buffalos, a prominent tiger reserve and a world heritage site. Hog deer, sloth bears, capped langoors and some of the largest pythons in the world can be found here. One can probably see the Gigantic Dolphins when the rivers are in spate.

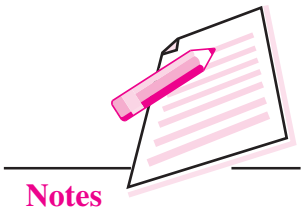
- Enshrined in the swamped mangroves at the tip of Bengal is the kingdom of Royal Bengal Tigers known as **Sunderbans National Park**. A UNESCO World Heritage Site, the Sunderbans are spread over a massive area of 4264 sq kms, disappearing towards the south into the sea. The swamps help tourists to locate the striped beasts seen resting in the estuarine mangroves, escaping the scorching heat. Tourists can also see snakes, crocodiles, fishing cats and other marine species.

- One of India's best tiger reserves, the **Kanha National Park** is in the valleys of Banjar and Halon in Madhya Pradesh. Wildlife lovers from all corners of the world flock to Kanha to catch a glimpse of its tigers, spotted deer and wolves.

- The **Mudumalai National Park** is a passage to its neighbouring wildlife reserves situated at the crossroads of Tamil Nadu, Kerala and Karnataka in the north west of the Nilgiri. It has a large variety of fauna and an interesting mix of flora with tropical green forests in one corner and dry deciduous in the other. Tourists can enjoy exciting safari at Mudumalai. Animals found here are sambhar, chitales, wild boars, primates and elephants along with the exclusive tigers.

- The last preserve of the Asiatic Lion, **Gir Wildlife Sanctuary** is on the brink of peninsular Gujarat in the south western belt of dry deciduous forests. One of India's prime wildlife attractions, Gir is a famous hub for the big cats, which includes lions as well as leopards. In fact, Gir has the largest number of leopards in the country. The sanctuary's water are known to be infested with numerous crocodiles.

- **Keoladeo** is in Rajasthan and has many varieties of birds. Formerly a duck hunting reserve of the Maharajas, it has now become one of the largest areas for migratory birds. Tourists enjoy the famous Siberian Crane, Warblers, and Babblers, Red Kite, Vulture and Sociable Lapwing among others. Lush green lands and lovely lakes, makes it a treat for tourists to see and enjoy.



12.4.1 Famous Bird Sanctuaries of India : Home to over 1200 species of birds

India is a home for many species of local as well as migrant birds. Bird sanctuaries in India are popular among bird watchers. Some of the local beautiful birds are Peacock, Great Indian Bustard, Indian Horn-bill, Kingfishers and Indian Eagle "Garuda", a Sacred Bird of Hindus. The Great Indian Horn-bill is the largest amongst all the horn-bills found in the forests of India. Kulik (Raiganj) Bird Sanctuary is one of the largest bird sanctuaries in Asia. Nawabganj is an ideal tourist destination for twitching and bird watching in India. Twitching is referried to those who travel long distances to see rare birds.

- **Bharatpur Bird Sanctuary** in Rajasthan is one of the most famous bird sanctuaries in India. It is also known as Keoladeo Ghana National Park. Thousands of rare and highly endangered birds come here during the winter season. During winter season it is the most wanted site by the bird watchers who flock over here to see some of the most exotic birds in the world.
- **Sultanpur Bird Sanctuary** is home for several colourful winged migratory bird species who visited India from north of the Himalayas.
- The **Salim Ali bird Sanctuary** is home to many varieties of local and migratory birds, situated in Chorao Island along the river Mondovi in Goa. Sparrows, beautiful peafowl, parrots, pelican, Indian giant squirrel and other rare species of fauna can be spotted here.
- **Kumarakom Bird Sanctuary** also known as Vembanad bird sanctuary is situated in Kerala. It offers a home to a large number of migratory birds like flycatcher, teal, Siberian stork, crane, parrots and wood beetle. Riding on a houseboat is the best way for bird watching in Kerala. Other bird sanctuaries in Kerala are Mangalavanam and Thattekkad bird sanctuaries, situated on the banks of the Periyar River and famous for some of the rarest species of birds and other unique fauna.
- **Ranganathittu Bird Sanctuary** is situated on the banks of the Kaveri river in Karnataka. The exotic migratory birds like light Ibis, egret, partridge, heron, river tern, snake bird, and stone plougher are a major tourist attraction. It is located about 20 kilometres from the famous Brindavan garden which lies adjoining the Krishnarajasagara dam.
- The **Vedanthangal Bird Sanctuary** in Tamil Nadu is the oldest bird sanctuary in India. The Vedanthangal lake region attracts a variety of birds such as pintail, garganey, grey wagtail, blue-winged teal, common sandpiper. One sixth of landmass of Tamil Nadu is covered with forests, which is paradise for animal lovers and bird watchers. Kunthakulam bird sanctuary

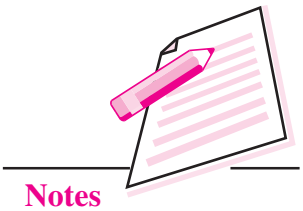
and Pulicat lake bird sanctuary are also famous for bird watching situated on the border of Andhra Pradesh and Tamil Nadu.

- **Kaundinya Bird Sanctuary** is one of the best bird sanctuaries in India, situated near Chittor in Andhra Pradesh. The habitat has rugged high hills and deep valleys and Kaigal and Kaundinya are two beautiful streams, which flow through the sanctuary. Kaundinya sanctuary offers the best of wildlife and bird watching in India. Kolleru lake bird sanctuary also brings a variety of migratory birds to its largest fresh water Kolleru Lake.
- **Chilka Lake Bird sanctuary** located near Puri in Odisha is very popular among tourists. It is the most beautiful brackish water lake in Asia and famous for a rich variety of birds. Chilka Lake serves as a bird sanctuary and is the largest winter ground for migratory birds in India. It is also one of the best bird watching spots in India.
- In Maharashtra **Mayani Bird sanctuary,** attracts many migratory birds, such as flamingos from Siberia which come in large numbers. It is one of the most prominent and famous bird sanctuaries in India.
- **Nal Sarovar Bird Sanctuary** comprising a huge lake and ambient marshes, is situated in Ahmadabad, Gujarat. Nal Sarovar bird sanctuary is the largest wetland bird sanctuary in India, where one can spot flamingos, pelicans, spoonbills, avocets, coots, pintails, small cormorants, small grebes and shovellers. It is one of the busiest tourist spots in India.

12.5 HILL STATIONS: NATURAL TOURIST ATTRACTIONS

Popular Hill Stations in India

- **Shimla** used to be the summer capital of the British when they ruled India. Now it's the state capital of Himachal Pradesh. It is a cool, charming town enveloped by Oak, Pine and Rhododendron forests. It is famous for its colonial style buildings and historic railway. The old Christ Church, with its beautiful stained glass windows, mesmerizing views from scandal Point, and the Viceregal Lodge are the landmarks of this town. It is also interesting to watch the sunrise and sunset from the Observatory Hill.
- **Manali**, with its soothing backdrop of the Himalayas, offers a blend of tranquility and adventure that makes it one of northern India's most popular destinations. Located in the Kullu Valley of Himachal Pradesh, it's a magical place bordered by cool pine forests and the raging Beas river.
- **Darjeeling**, in West Bengal, is also famous for its lush tea gardens and for a stunning view of Mount Kanchenjunga, the world's third highest peak. The town is dotted with monasteries, botanical gardens and a zoo. Darjeeling



is a wonderful place to walk around, and explore the tea estates, villages, and markets.

- The hill station of **Nainital**, in the Kumaon region of Uttarakhand, is a popular summer retreat. It has the emerald coloured Naini Lake and many forests. Long walks in the forests and boating in the Naini Lake are major tourist attractions.
- **Mussoorie**, near Dehradun in Uttarakhand, is a popular weekend destination for North Indians. It has a lot of facilities developed especially for tourists. Cable car to Gun Hill, beautiful nature walk along Camel's Back Road, Kempty Falls, or horse ride to Lal Tibba which is the highest peak in Mussoorie are beautiful places. The mighty Himalayas can also be seen from here.
- **Srinagar**, the summer capital of Jammu and Kashmir, has lovely lakes and beautiful houseboats and Shikaras. The gardens have a distinctly Mughal influence, as they were created by the Mughal emperors. Srinagar also has the largest Tulip garden in Asia while adventure lovers come here for snow skiing in winter.
- **Munnar**, in Kerala, is renowned for its sprawling tea plantations. The Kundale Tea Plantations, which surrounds a picturesque lake, offers the best opportunity to see the tea being picked and processed. The area is blessed with the natural beauty of winding lanes, misty hills, and forests full of exotic plants and wildlife. It is interesting to see enthusiasts trek to Anamudi, the highest peak in South India, explore Eravikulam National Park, or go rock climbing and paragliding. No wonder, tourists like to visit Munnar whenever an opportunity comes their way.
- **Ooty** in Tamil Nadu is a soothing place to escape the summer heat for which you can take the scenic toy train from Metupalaiyam. Ooty's most popular attractions include the 22 hectare Government Botanical Gardens where a flower show is held there every May as part of the Summer Festival, boating on Ooty Lake, and climbing Dodabetta Peak for an excellent view of the Nilgiri hills.
- **Kodaikanal** is nestled 120 kilometers from Madurai in the Palani Hills of Tamil Nadu. It has a large variety of flora and fauna. Over here, you can see orchards of pear trees, charming buildings with gabled roofs. Herbs and aromatherapy oils are some of the most interesting things to buy in Kodaikanal, with the eucalyptus oils being particularly popular.
- **Mount Abu**, situated at an altitude of 1220 m above the sea level is the highest point on the Aravalli Ranges. Mount Abu literally means the 'Hill

of Wisdom' and is a green oasis located in the lush green-forested hills. It is in direct contrast to the barren desert of Rajasthan and is the only hill station in Rajasthan.

In Mount Abu you will see the Dilwara Jain Temples which are the best examples of Jain architecture in India. The interiors of the temple are extravagantly carved on white marble. The Vimal Vasahi Temple and Tejpal Temple are the most remarkable among all. This hill station is also very famous for its Nakki Lake. An ancient temple dedicated to goddess Durga, Adhar Devi Temple, is located 3 kms to the north of Mount Abu. It is built in a natural crack in a rock.

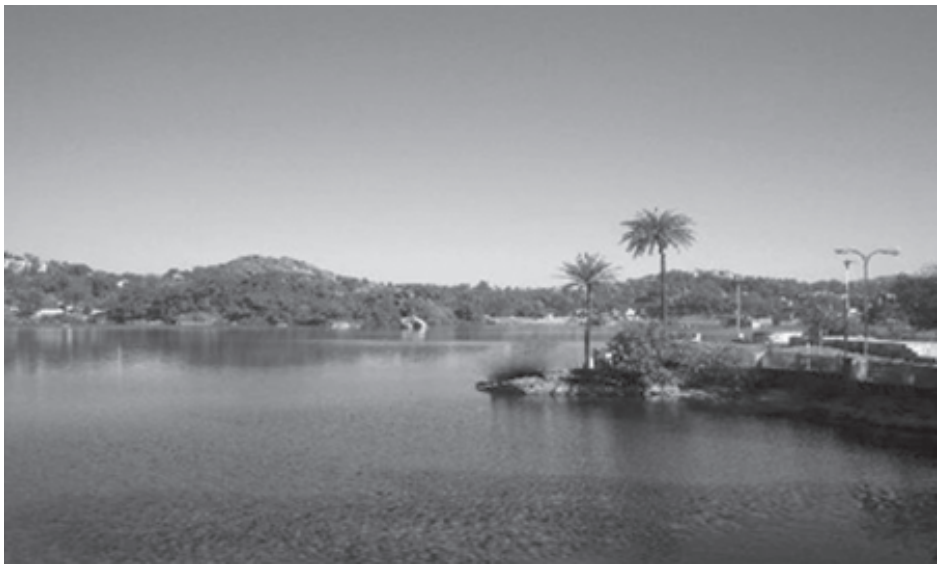


Figure 12.6: Mount Abu Hill Station

The neighbouring areas of Mount Abu also have interesting tourist places like the Guru Shikhar (15 km), Achaleshwar Mahadev Temple (11 km), Mount Abu Wildlife Sanctuary (8 km), Brahma Kumaris Spiritual University and Museum. Mount Abu Wildlife Sanctuary is home to species of birds, panthers, sambhars and wild boars.

- **Khandala** is a hill station in the Western Ghats in the state of Maharashtra. It is on the road link between the Deccan Plateau and the Konkan plain. Lonavala is set amongst the slopes of the Sahyadri mountain range and has become famous because of nature's gift of beautiful valleys, hills, milky waterfalls, lush greenery, and pleasant cool winds. Major attractions are Kune Falls, Tiger's Leap, Duke's Nose, Shivaji Park, Rajmachi Park, Ryewood, Lohagad Darshan and Amruntanjan point.

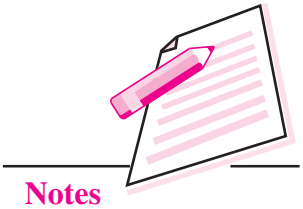


Table 12.2 Some other Popular Hill Stations in India

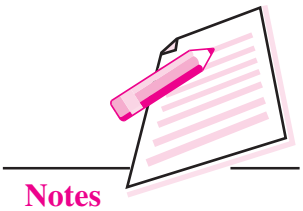
State	Where	Hill Station
Andhra Pradesh	Araku Valley	Horsley Hills
Gujarat	Saputara	Wilson Hills
Himachal Pradesh	Chail	Dharamsala, Dalhousie, Kasauli, Manali, Shimla, Kufri, Palampur
Jammu & Kashmir		Srinagar, Pahalgam, Gulmarg, Leh
Karnataka		Kudremukh, Kemmangundi, Madikeri, Nandi Hills, Chikkamagaluru
Kerala		Munnar, Devikulam, Nelliampathi, Ponmudi, Vythiri, Vagamon
Madhya Pradesh		Pachmarhi
Maharashtra		Lonavla, Amboli, Chikhaldara, Khandala, Lavasa, Mahabaleshwar, Matheran, Panchgani, Toranmal
Meghalaya		Nohkalikai
Odisha		Daringbadi
Rajasthan		Mount Abu
Sikkim		Gangtok, Pelling, Lachung
Tamil Nadu		Ooty, Coonoor, Kodaikanal
Uttarakhand		Nainital, Mussoorie, Almora, Auli, Kausani, Ranikhet
West Bengal		Kalimpong, Kurseong

Figure 12.7: A Hill Station

Figure 12.8: Hill Stations in India

INTEXT QUESTIONS 12.3

1. Define Wildlife Sanctuary and Bird Sanctuary.
2. Why do tourists visit Wildlife and Bird Sanctuaries?
3. Why is Nal Sarovar Bird Sanctuary famous?



WHAT YOU HAVE LEARNT

- India is divided into four major physiographic divisions. They are (a) Northern Mountains, (b) Great Northern Plains, (c) Peninsular Plateau and (d) Coastal Plains and Islands. All of them are very important for tourism perspectives.
- They provide great diversity in the country. The diversity may be seen as major attractions for tourism.
- The diversity is in terms of physiography, climate, culture and tradition, historical and cultural heritage. In fact, the greater diversity of the country provides immense opportunities for tourists to visit different places.
- Some areas are very suitable for scenic beauty and good for adventure tourism.
- Nature tourism is also very popular. One example may be the Himalayas. The desert of Rajasthan is also very rich in culture and tradition.
- The coastal area is very rich in beach tourism. Tourists from the country and outside the country prefer to visit. In the same way the islands are also very popular.
- The hills and the slope of the Himalayas are also great in demand as hill-stations. Therefore, the greater diversity of the country provides greater opportunity for tourism. Hence, the proper accelerating policy of the government is encouraging tourism greatly in the country.

TERMINAL EXERCISE

1. Describe the different geographic regions of India.
2. How physiography of India promotes the tourism activities?
3. Write an account on tourist centers in India.

ANSWER TO INTEXT QUESTIONS

12.1

1 Deccan plateau is divided into three parts, Deccan Trap, Western Ghats and Eastern Ghats.

It covers an area of 7 lakhs 59 km. Its average height ranges from 500 meter to 1000 meter.

2. The Western Ghats
3. Andaman Nicobar is rocky whereas Lakshadweep is made up of coral.

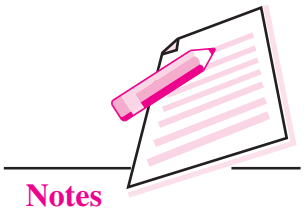
   Andaman has large sized islands with big numbers whereas Lakshadweep islands are smaller in size and less numbers.

12.2

1. There are many tourist circuits in India. The tourists used to visit the places in the routes. Those places are very important in terms of tourism. They are made/ organized by tour operators. Because of their greater demand?
2. There are many hill stations in north India. Important among them are: – Shimla, Kullu, Manali, Mussoorie, Nanital, Darjeeling, Mt. Abu, Dharamshala.
3. Three types – Aerial, Water and Land
   (a) Arial Adventure tourism – Parachuting and Paragliding
   (b) Water Adventure tourism – Rafting and water skiing
   (c) Land Adventure tourism – Rock climbing and angling

12.3

1. Wildlife Sanctuary is a planned area for preservation of wildlife from human interference. Bird Sanctuary is a special type of wildlife sanctuary for conservation of variety of bird species in their natural habitat.
2. Tourists are keen to visit the natural behaviour of the animals and birds.
3. Nal Sarovar Bird Sanctuary is famous because it is the largest wetland bird sanctuary and busiest tourist spot in India.



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13

GROWTH AND PATTERNS OF TOURISM IN INDIA

Travel and tourism are a part of Indian tradition and culture. Tourism industry occupies a unique place as it is one of the major emerging segments of our economy. It brings huge foreign exchange and generates employment. This leads to infrastructure development. In the era of globalisation, the travel and tourism activities have increased significantly. United Nation's World Tourism Organisation has forecasted that international tourism would continue to grow at an average annual rate of 4%. India has made a unique place on world tourism map because of its rich natural and cultural diversity. In India, tourism is the third largest industry in which about ten million people are employed directly or indirectly. The present chapter is an attempt to describe the growth and patterns of domestic as well as international tourism in India.

OBJECTIVES

After studying this lesson, you will be able to:

- differentiate between domestic and international tourists;
- describe the meaning and factors affecting the growth of tourism;
- identify the role of tourist attractions in tourism promotion;
- explain the growth of foreign tourist arrivals in India;
- illustrate the trend of foreign tourist arrivals in India;
- describe the growth and pattern of domestic tourism;
- discuss the earnings from the tourism industry and
- highlight the government initiatives for tourism promotion.

13.1 TOURIST

We have studied that there is a clear cut difference between visitors and tourists. A person is not considered as an international tourist when he/ she goes and gets any job in the destination country. For example, like diplomats or armed forces do not qualify as international tourists. So, a tourist visits for various purposes which include recreation, holiday, leisure, health, study, religious faith, business, meeting with friends and relatives without any remunerative job.

There are two levels of tourists - Domestic and International Tourist:

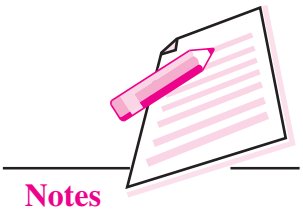
International Tourist - A person visiting India on a foreign passport, stays at least 24 hours in India. The purpose of journey may be leisure, recreation, holiday, health, study, religious belief, sport, business, family, mission and meeting. But that person is not taking any remunerative assignment is called an international tourist.

Domestic Tourist - A person who travels within the country to a place other than his/her usual place of residence or work and stays in any accommodation for not less than 24 hours is known as a domestic tourist. The purpose should be holiday, leisure, sports, pilgrimage, religious belief, study, health and social functions. But, persons visiting their home town or native place on leave or a short visit for meeting relatives and friends, attending social and religious functions are not considered as tourist.

13.2 TOURIST ATTRACTIONS

Tourism has been an integral part of our culture and tradition. India is a country known for its friendly treatment to all visitors, no matter where they come from. Its visitor-friendly traditions, varied life styles, cultural heritage, colourful fairs and festivals are attractions for the tourists. From ancient time, the rulers, in different parts of India, built luxurious palaces, wonderful temples, evergreen gardens, high forts and tombs. The other attractions include beautiful beaches, wildlife, national parks, sanctuaries, snow cover, rivers, mountain peaks, technological parks, science museums and centres of pilgrimage. Heritage trains, yoga, ayurveda, siddha and natural health resorts also attract tourists in great numbers.

The Indian handicrafts, particularly jewellery, carpets, leather goods, ivory and brass work are the main shopping items for foreign tourists. They spend nearly 40% of their money on shopping of such items. The beauty of the cultural heritage and natural sites makes India a tourist paradise. We always give high respect to our guests. That is why, we developed a cultural tradition where *Atithi Devo Bhava* (Guest is God) are bywords of our social behaviour. The first Prime



Minister of India, Pandit Jawaharlal Nehru said, "Welcome as a Tourist and send them back as a Friend".

India is very rich in natural and cultural landscape for tourism. Tourism in India can be divided into two major categories - Natural and Cultural.

Natural Landscapes Include

Mountain tourism, Island tourism, Desert tourism, Coastal tourism, Lacustrine tourism, Wildlife tourism, Adventure tourism.

Cultural tourism Includes

Religious tourism, Historical tourism, Traditional tourism, Health tourism, Sports tourism, Rural tourism.

All these types of tourism attract more and more domestic and international tourists from different corners.

13.3 EMERGING DIMENSIONS IN TOURISM

Apart from traditional tourism, new type of tourism activities are being created. Emerging dimensions in Indian tourism are :

- Health tourism
- Spiritual tourism
- Adventure tourism
- Meetings, Incentives, Conferences and Exhibitions (MICE) tourism
- Rural tourism
- Sustainable tourism

Health tourism in India provides world class treatment at low cost. It includes the Indian system of medicine like ayurveda, naturopathy, unani, sidha and allopathy. Indian medical tourism attracts many tourists from the developed world like US, Europe and Middle East regions where medical treatment remains very costly.

India is the centre of spiritualism. It is the confluence of different religions: Hinduism, Sikhism, Islam, Christianity, Buddhism and Jainism. The followers of religious belief have built many attractive temples, mosques, monasteries and churches in different parts of the country. These religious places are attracting a huge number of domestic and international tourists in India. Adventure tourism

and nature tourism is gaining popularity. The geographical diversity makes India as a good place for adventurers. Maximum adventure activities are taking place in the areas of higher altitude.

Meetings, Incentives, Conferences and Exhibitions (MICE) tourism is a fast emerging sector particularly after the liberalisation of the Indian economy since 1991. Now, Indian tourism industry is well - equipped with all facilities and infrastructure to welcome business tourists. Such facilities and infrastructure are still being improved and investments are made for the same.

Rural tourism involves interaction of tourists with local people and their cultural life.

Sustainable tourism meets the needs of the present without compromising the ability of future generation to meet their needs. It also includes the minimum impact of tourist activities on environment.

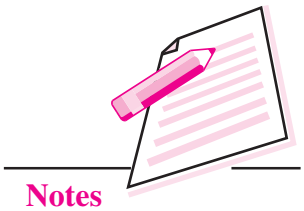
INTEXT QUESTIONS 13.1

1. Differentiate between domestic and international tourists.
2. Explain the natural and cultural landscape tourism.
3. Describe the MICE tourism.

13.4 GROWTH OF TOURISM

Tourism plays an important role in the social and economic development of the country. Tourism is very dynamic in nature. It changes in spatial and temporal contexts. The growth of tourism in any area or region depends upon a number of reasons. Growth of tourism may be positive or negative. A positive growth takes place when there is addition in number of tourists. A negative growth occurs when there is decrease in the number of tourist as compared to the past years. There are a number of factors like socio - economic, political, natural, epidemics etc. which influence tourism influx.

Travel and tourism activities have been taking place since the early periods of human civilisation. It has grown over the time with ups and down. During the first half of the 20th century, there was a slow growth of international tourism in India. Rapid growth of tourism activities and the movement of international tourists in India has increased significantly since the second half of the twentieth century. It has happened so beacuse of India's exposure to the developed countries. It has its genesis in the development of infrastructures in tourism sector.



Tourism in India has grown substantially since the beginning of 1990's. The sound financial health and spare time of tourists from rich countries for holidaying, sight seeing, business, meetings etc. have led to the growth of the tourism industry. Good transport, accessibility, communication, accommodation etc are main reasons for increasing travel and tourism in recent decades. After 1980's tourism activity gained momentum in India. In 1990, South Asia had recorded high growth in tourist arrival and India is a major tourist destination among a the South Asian nations. It captures more than half of the tourist arrivals and about 75% of the tourist receipts of South Asia.

There are a number of criteria to measure the tourism index of any country. Out of them, two are very important. The first one is International Tourist Arrival and second is tourism receipts. We can understand the growth of tourism in India by grouping the tourists into two categories (a) foreign tourist arrivals (FTAs) and (b) domestic tourist arrivals (DTAs).

13.5 FACTORS AFFECTING TOURISM

There are a number of factors which are responsible for promoting the travel and tourism. Growth in tourism infrastructure facilities and modern services have made life easier and promoted the travel more. Improvement in transport, tremendous change in information technology and communication have accelerated the movement of people at the destination areas. Some important factors responsible for the growth of tourism in any area are

- Geographical
- Cultural Event
- Safety and Security
- Economic condition
- Facilities and Services
- Government Policies

(i) Geographical

Geographical conditions affect the flow of tourists. Generally tourists of hot plain area go to hill stations in summer for cooler and pleasant climate. Tourists of cold areas go to hot areas in the winter season. Location, climate, landscape and geographical diversity of a region attracts the tourists in large numbers. Keeping in mind the choice of tourists, one can estimate the tourist arrival in various seasons.

(ii) Cultural Event

Some social activities like festivals, fair, dances, meetings, local customs and rituals attract the tourists in large numbers. In West Bengal, Durga Pooja, Holi and Diwali in North India, Carnival in Goa, Dandiya in Gujarat, Desert Festival in Rajasthan, Surajkund Mela in Haryana, Onam in Kerala etc. are few a important events which large a number of tourists.

(iii) Safety and Security

Safety and security influence the tourist growth greatly. If there is any mishap tragedy with any tourist, that incidence decreases the inflow of tourists. Each and every tourist wants his/her safety first. In the Kashmir valley, tourism has gone down significantly particularly after 1985 due to terrorist activites and tourist has inflow turned towards other states like Himachal Pradesh, Uttrakhand etc.

(iv) Economic condition

The economic conditions of people also affect tourism. People having high income generally travel more as compared to the lower class, because they have high purchasing power. They can spend much money on travel and tourism activities.

(v) Facilities and Services

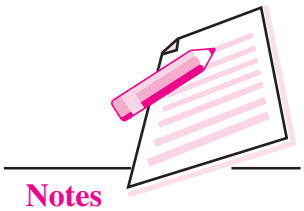
There are various infrastructural facilities and services which determine the tourist traffic tremendously. These include accommodation, hotel, accessibility, transport, banking services, communication, bookings, guides, recreational activities etc. The availability and quality of these services attracts or discourages the tourist, to visit any area.

(vi) Government Policies

Government policies affect the tourist inflow to a greater extent. For promoting tourism in the country, the government can give some subsidy, packages, liberal visa policy and travel regulations. Some countries do not require any visa for tourists, they grant it on arrival while certain nations have very tough conditions for getting it. In order to promote tourism, The Government of India conduct some shows to attract tourist from various countries by demonstrating tourist attractions.

13.6 FOREIGN TOURIST ARRIVALS

India remained as a good attraction for international tourist as it provides cheap with the best tourist facilities. The total number of foreign tourist arrivals in India



were merely 16829 in 1951. It increased to 1.14 millions in 1981 and 6.30 millions in 2011. So, total 6.13 million foreign tourists has increased during the last 60 years. A continuously positive increase of foreign tourist arrivals was recorded in Indian tourism industry during 1951- 2011. The decadal as well as annual growth rate of tourists arriving in India for different periods during 1951 to 2010 can very well be seen from the last two columns of Table 13.1.

Table 13.1: Foreign Tourist Arrival in India from 1951-2010

Year	Arrivals	Absolute Increase in Number	Decadal Growth Rate (%)	Annual Growth Rate within Decade (%)
1951	16929	-	-	-
1960	123095	106266	631.4	63.14
1970	280821	157726	128.1	12.81
1980	1253694	972873	346.4	34.64
1990	1707158	453464	36.1	3.62
2000	2649378	942220	55.1	5.19
2010	5583746	2934368	110.7	11.07

Source: Calculated on the basis of data from the Ministry of Tourism

Table 13.2: Foreign Tourist Arrivals in India (1997-2015)

Year	Number (millions)	Percent
1997	5.50	9.3
1998	5.54	–0.7
1999	5.83	5.3
2000	5.89	1.1
2001	5.44	–7.8
2002	5.16	–5.1
2003	6.71	30.1
2004	8.36	24.6
2005	9.95	19.0
2006	11.75	18.1
2007	13.27	12.9
2008	14.38	8.4
2009	14.37	–0.1
2010	17.91	24.6
2011	19.50	8.9
2012	18.26	–6.3
2013	19.95	9.2
2014	22.33	13.1
2015	23.33	4.4

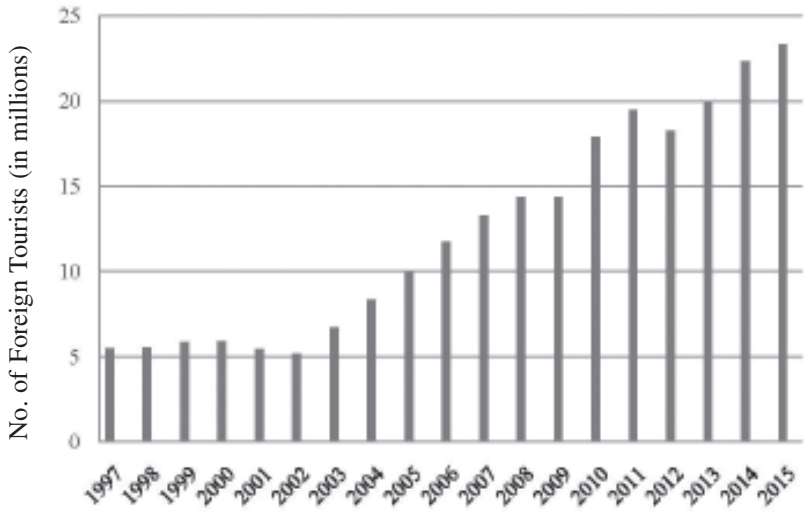


Figure 13.1: Trend of foreign tourists arrivals (1997-2015)

13.7 PATTERN OF FOREIGN TOURIST ARRIVALS

Foreign tourist arrivals in India are continuously increasing. The share of India in international tourist arrivals was only 0.40% in 1997. It increased to 0.64% in 2011. In 2011, total 6.31 million foreign tourists visited various tourist places in India. The ranking of India in world tourism improved from 54th in 2002 to 38 position in 2011. Further in 2015, it improved to the rank of 24. Following are the characteristics of the foreign tourist pattern.

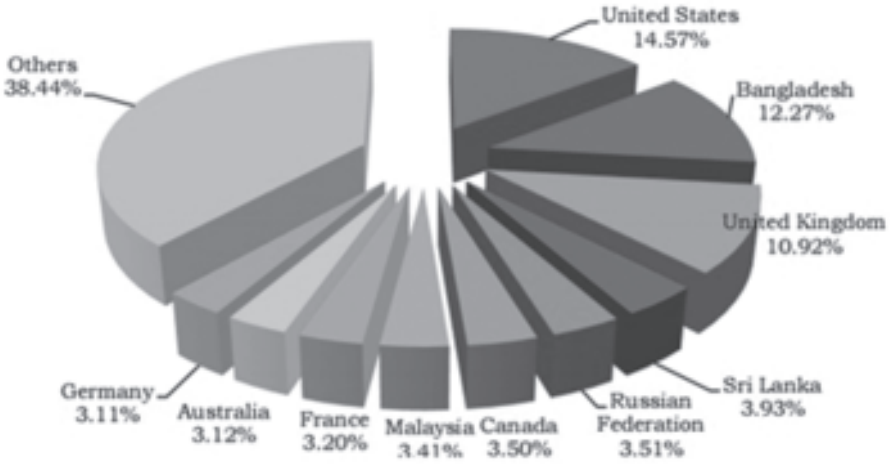
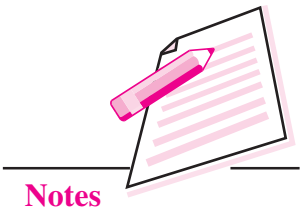


Figure 13.2: Percentage share of top 10 countries for PTAs in India in 2014

Now in 2014, the scenario of top ten countries has changed from 2011. Figure 13.2 shows the maximum percentage share of the United States of America (USA). It is 14.57% followed by Bangladesh 12.27%, the United Kingdom (UK) 10.92%, Sri Lanka 3.93%, Russian Federation 3.51%, Canada and Malaysia



3.50 and 3.41%, France, Australia and Germany 3.20%, 3.12% and 3.11% respectively. The category of other countries comprised 38.44%.

The India is a less expensive country. Therefore, the foreign tourists spend longer duration of time in India. It is good for us that foreign tourists stay here a little more than one month. It means, India is most favoured destination for foreign tourists.

Table 13.3: Share of top 10 states /UTs of India in the number of foreign tourists' visits in 2014

Rank	State/Union Territory	Number	Share in%
1	Tamil Nadu	4,657,630	20.6
2	Maharashtra	4,389,098	19.4
3	Uttar Pradesh	2,909,735	12.9
4	Delhi	2,319,046	10.3
5	Rajasthan	1,525,574	6.8
6	West Bengal	1,375,740	6.1
7	Kerala	923,366	4.1
8	Bihar	829,508	3.7
9	Karnataka	561,870	2.5
10	Haryana	547,367	2.4
	Total of top 10 states	20,038,934	88.8
	Others	2,528,716	11.2
	Total	**22,567,650**	**100**

There is a possibility that from year to year the status of the states in respect to the number of tourists visits to the different states changes. For instance in 2011 Maharashtra was at the top with the foreign tourists in maximum number which comprised 24.7%. Tamil Nadu was in the second position. But now as the following table of 2014 shows, Tamil Nadu has replace Maharashtra and secured the first position. It got the share of 20.6%, while Maharashtra got 19.4%. However the minimum number of foreign tourists visited Haryana, comprised 2.4%.

Do you know

Top ten countries are USA, Bangladesh, UK, Sri Lanka, Russian Federation, Canada, Malaysia, France, Australia and Germany together constitute 61.54% foreign tourists to India. In spite of more than six million foreign tourist visits to India per annum our share is below 1% of world tourists. Among all the monuments of the country, The Taj Mahal, the Qutub Minar and the Agra Fort are most popular tourists sites.

ACTIVITY 13.1

Find out the reasons, why the maximum number of foreign tourists come to India from North America and Europe and minimum from Africa.

13.8 GROWTH OF DOMESTIC TOURIST

India has a good history of travel and tourism activities. People of different sections of society visit various tourist places of the country. The domestic tourism enhanced due to a number of reasons. The significant reasons include increase in income levels, purchasing power and emergence of a dynamic middle class. There has been a continuous increase in domestic tourist. Total domestic tourist visiting the different states were 159.88 millions in 1997. It rose to 526.70 millions in 2007. It is an increase of 366.88 million in a span of ten years. It increased to 1431.97 million in 2015. It is a growth rate of 795.65% in domestic tourist during 1997 - 2015. It works out to be 41.88% increase per year. There has been a continuous increase in domestic tourist visits. The details of the same can be seen from the Table 13.4.

Table 13.4: Domestic tourist Arrivals in India (1997-2015)

Year	Number (million)	Percent
1997	159.88	14.1
1998	168.2	5.2
1999	190.67	13.4
2000	220.11	15.4
2001	236.47	7.4
2002	269.6	14.0
2003	309.04	14.6
2004	366.27	18.5
2005	392.04	7.0
2006	462.44	18.0
2007	526.7	13.9
2008	563.03	6.9
2009	668.8	18.8
2010	747.7	11.8
2011	864.53	15.6
2012	1045.5	20.9
2013	1142.53	9.3
2014	1282.8	12.9
2015	1431.97	11.6

Figure: 13.3: Increase in domestic tourists: 1997-2015

The above (Fig. 13.3) graph shows the annual growth of domestic tourists during 1997-2015. The annual growth rate during year 1997-2015 was 41.88%. It clearly indicates the increase of annual growth rate of domestic tourists. The growth of domestic tourism has witnessed continuous increase with slight ups and downs.

PATTERNS OF DOMESTIC TOURIST

The patterns of domestic tourism is quite clear. Some of the states are very attractive in terms of domestic tourists arrivals. Important among them are Tamil Nadu, Uttar Pradesh, Andhra Pradesh and many others.

Table 13.5: Share of top 10 States/UTs of India in number of domestic tourists in 2015

Rank	State/Union Territory	Number (in million)	Share in%
1.	Tamil Nadu	333.46	23.3
2.	Uttar Pradesh	204.89	14.3
3.	Andhra Pradesh	121.59	8.4
4.	Karnataka	119.86	8.4
5.	Maharashtra	103.40	7.2
6.	Telengana	94.52	6.6
7.	Madhya Pradesh	77.98	5.4
8.	West Bengal	70.19	4.9
9.	Gujarat	36.29	2.5
10.	Rajasthan	35.19	2.5
	Total of top 10 states	1197.37	83.6
	Others	234.61	16.4
	Total	**1431.97**	**100.0**

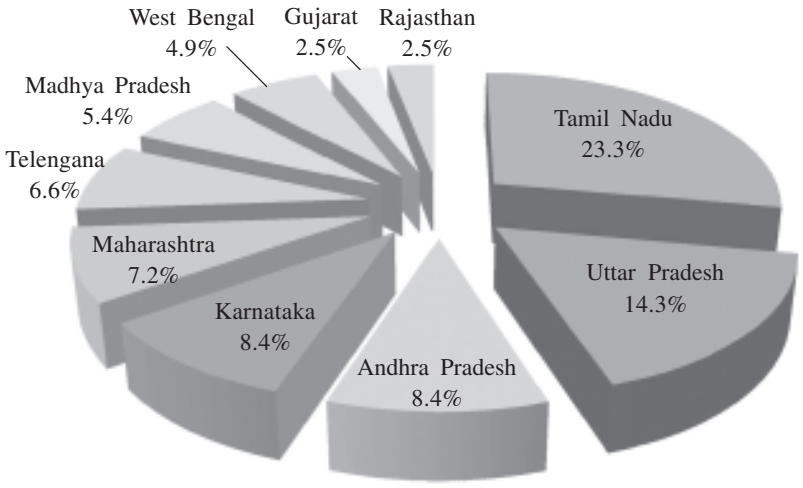


Figure: 13.4: Domestic tourist Percentage share of top 10 states/UTs of India : 2015

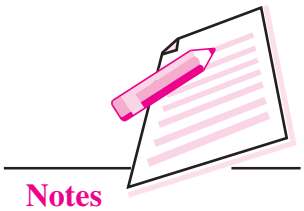
Figure 13.4 provides the percentage shares and ranks of various States/UTs in domestic visits during 2015. The top 5 States in domestic tourist visits in 2014 were Tamil Nadu (327.6 million), Uttar Pradesh (182.8 million), Karnataka (118.3 million), Maharashtra (94.1 million) and Andhra Pradesh (93.3 million) with their respective shares being 25.4%, 14.2%, 9.2%, 7.3% and 7.2%. These 5 States accounted for about 63.26% of the total domestic tourist visits in the country.

ACTIVITY 13.2

1. Visit any major tourist spot in your district/ state. Get the tourist profile data by collecting the information about their origin. Try to analyse the information in terms of domestic and foreign tourists. They even may be categorised according to different states or different countries.
2. Prepare a flow chart showing the international tourist arrivals in Delhi from different countries for medical treatment.

13.9 TOURISM EARNINGS

Tourism is a smokeless industry with a unique quality of earning foreign exchange. It continues to play an important role, as earning foreign exchange helps to maintain balance of trade. When a tourist spends some money to get tourist services and facilities, it is called tourist receipt. Before embarking on their destination they exchange local currency into the US dollar, Euro, UK sterling pound, Japanese yen, Australian or Singapore dollar etc. After arriving in the destination country they exchange the doller etc. for the local currency.



In 2011, Foreign Exchange Earnings (FEEs) from the tourism were US$ 16.56 billion as compared to US$ 14.19 billion in 2010, getting an annual growth of 16.7%. Further Foreign Exchange earnings increased to $1.662 billion in the month of March, 2015 as compared to $1.674 billion in the month of March in 2014. The growth rate of FEEs touched 0.7%.

The share of India in the world tourism receipts was 0.64% in 1997 and 0.72% 2002 which has been increasing steadily since 2002, and has reached 1.61% during 2011.

The foreign exchange earnings during January - April 2013 was US $ 6.878 billion and during the same period in 2012 it was US $ 6.145 billion. It is an increase of US $ 0.603 billion, it works out to be a growth of 9.61% in a span of four months. According to a market survey research, Indian tourism foreign exchange earning is expected to grow with a compound annual growth rate of 7.9% during 2010-2015.

Do you know

About two-third (63.3%) domestic tourists are contributed by five states- Tamil Nadu, Uttar Pradesh, Karnataka, Maharashtra and Andhra Pradesh.

13.10 GOVERNMENT INITIATIVES FOR PROMOTING TOURISM

Central and State governments are taking a number of initiatives for promoting tourism in the country. In India, a tourist branch was established under the Ministry of Transport in 1949. But in 1957 a separate Tourism Department and in 1958 Tourism Development Council came into existence. They helped a lot in increasing the tourism activities in the country. Development of tourism through planning began in a modest way in the second Five Year Plan. During the sixth Five Year Plan, Indian tourism grew greatly. The tourist inflow in the country continued to rise due to the steps taken by the Government of India from time to time.

A National Policy on tourism was announced in 1982 which set a new direction. The Government of India formulated policies to boost the tourism industry. The status of being an industry was given to it in the Seventh Five Year Plan (1985-90) by the Government of India. Later on in 1988, under the Chairmanship of Mohammad Yunus the National Committee on Tourism formulated a comprehensive plan for achieving a sustainable growth in tourism. The report

of this committee is called the foundation stone of Indian tourism. In 1992, a National Action Plan was prepared which included a set of strategies for achieving a phenomenal growth in tourist arrival and foreign exchange.

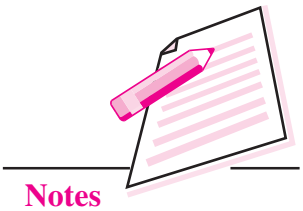
In 1996, the National Strategy for Promotion of Tourism was drafted. On 14th May, 2000 the government declared as the Ministry of Tourism as a separate ministry and since then the government has been effectively functioning to promote systematic development of tourism in India. Tourism is streamlined and it has simplified the rules regarding the grant of approval and clearances to tour operators and travel agents. In the union budget 2010, the Government of India allocated more than Rs 1,000 Crore to the Ministry of Tourism for promoting tourism activities in the country.

INTEXT QUESTIONS 13.2

1. Define the growth of tourism.
2. What is the pattern of foreign tourist arrivals in India?
3 Which state of India contributes to domestic tourism significantly?

WHAT YOU HAVE LEARNT

- A tourist visits a place for various purposes which include recreation, holiday, leisure, health, study, religious belief, business, meeting with friends and relatives without any remunerative job.
- All types of tourism in India can be divided into two major categories Natural and Cultural landscapes based tourism.
- Tourism is very dynamic in nature which varies in spatial and temporal contexts.
- The growth of tourism in any area or region depends upon a number of reasons. There are a number of factors like socio-economic, political, natural, epidemics etc. which influence tourism influx.
- The growth in the domestic tourism is due to a number of reasons. But the most significant reasons include increase in income levels, purchasing power and emergence of a dynamic middle class.
- There has been a continuous increase in domestic tourist. Decadal growth rates during 2001 - 2011 were 260% whereas it was 432% during 1997-2011.



- Top ten states of the country account for about 85% of domestic tourists. About two-third (63.3%) domestic tourists come from only five states - Uttar Pradesh, Andhra Pradesh, Tamil Nadu, Karnataka, and Maharashtra.
- When a tourist spends money to get tourist services and facilities, it is called tourist receipt. In 2011, foreign exchange earnings from the tourism were US$ 16.56 billion as compared to US$ 14.19 billion in 2010, showing an annual growth of 16.7%.
- Central and State governments are taking a number of initiatives for promoting tourism in the country. Tourism is streamlined and it has simplified the rules regarding the grant of approval and clearances to tour operators and travel agents.
- Some important factors responsible for the growth of tourism in any area are – geographical, cultural, safety and security, economic, facilities and services and government policies.
- The total number of foreign tourist arrivals in India has continued to increase. There was a sharp increase from 1951 to 2014. In 1951, the number of foreign tourists was merely 16,829.
- It increased to 6.30 million in 2011.
- By the year of 2014, the number increased to 7.4 million. The Travel and Tourism Competitiveness Report 2015 ranks India to 52nd position out of 141 countries.
- The Ministry of Tourism makes various national policies for the development and promotion of tourism in India. Further the Ministry also consults and collaborates with different stakeholders and the representatives of the private sector.
- Various efforts are being made to promote new forms of tourism likes rural, cruise, medical and eco-tourism. The Ministry also has the Incredible India campaign to promote Tourism in India.
- International tourists visiting India from top ten countries contribute 61% and these are USA, Bangladesh, UK, Sri Lanka, Russian Federation, Canada, Malaysia, France, Australia and Germany.
- The share of Indian States with regard to foreign tourists visits in 2014 are Tamil Nadu, Maharashtra , Uttar Pradesh, Delhi, Rajasthan and least in Haryana which accounted for 2.4% of foreign tourists.

TERMINAL EXERCISE

1. Discuss the growth and patterns of International tourists visiting India.
2. Explain the factors affecting the growth of tourism.
3. Examine the steps taken by the Government of India for promoting tourism.

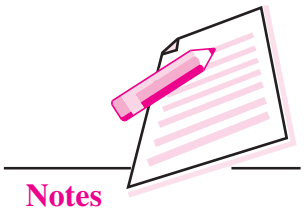
ANSWER TO INTEXT QUESTIONS

13.1

1. A person who travels within the country to a place other than his/her usual place of residence or work and stays in any accommodation for not less than 24 hours is a domestic tourist. International tourist is a person visiting India on a foreign passport, stays at least 24 hours in India. The purpose should be holiday, leisure, sports, pilgrimage, religious belief, education, health-medical and social functions. There should not be very kind of job undertaken and salary/remuneratiion received.
2. Natural Landscapes Include - Mountain tourism, Island tourism, Desert tourism, Coastal tourism, Lacustrine tourism, Wildlife tourism, Adventure tourism. Whereas Cultural Landscape includes - Religious tourism, Historical tourism, Traditional tourism, Health and medical tourism, Sport tourism and Rural tourism.
3. (MICE) means Meetings, Incentives, Conferences and Exhibitions . It is a fast emerging trend in the tourism sector; particularly, after the liberalisation of the Indian economy since 1991. Medical Tourism is also a fast emerging sector because of cheaper and efficient care.

13.2

1. The Growth of tourism may be positive or negative. A positive growth takes place when there is addition in the number of tourists. A negative growth occurs when there is decrease in tourist number as compared to past years.
2. Out of the top ten tourist originating nations to India, the percentage share in FTAs in India during 2014 was the highest from USA with 14.57% followed by Bangladesh with 12.27%.
3. The state of Tamil Nadu significantly contributes in domestic tourism.



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14

GROWTH AND PATTERN OF TOURISM IN THE WORLD

Tourism is very important in the economy of most of the countries in the world. It is a service industry as it has already been discussed before. It contributes in significant ways to local employment opportunity at the destination country. It maintains household craft industries and supports many families by providing livelihood. For the country, it helps in generating foreign currency. Tourism has been growing in a very big way in many areas of the world in recent times. The higher growth is observed in those areas which were not very significant a few decades before. They are the emerging economies of the world, and traditional tourist destinations are not performing in that way. The term 'growth' refers to increase or decrease in number or percent in comparison to the previous comparing period. The term 'pattern' refers to the sequential distribution of tourist activities over the earth. In this chapter, an attempt has been made to explain the growth and pattern of tourism in the world. It will also be described why it is happening so by giving reasons/ factors.

OBJECTIVES

After studying this lesson, you will be able to:

- identify various geographical units of the world;
- identify the factors affecting growth of tourism in the world;
- divide the world into different physiographic units;
- recognise the importance of different units for tourism;
- throw light on the future trend of tourism in the world;
- identify various attractions of tourism in the world;

- see the growth of tourism in the world;
- recognise the pattern of tourism in the world; and
- highlight the government initiatives for tourism promotion.

14.1 INTRODUCTION

Tourism is very closely associated with good financial status of the people, having spare time, interested in visiting different places along with the wish and ability to spend money for tourism purpose. Tourism is related to the visit by tourists and stay away from their usual residence for not more than a year for leisure, recreation, business, meetings, conferences and exhibitions etc. Tourists are also not supposed to take any working assignment for which they are paid. The travel and tourism is a volunteer activity but that may be supported by many incentives from the government, organisations like leave travel concession, reimbursement of amount spent on attending meetings or conferences etc. Here, the growth of tourism means the growing number of tourists from one period of time to another. Growth is not always increase, but even may be decrease. For example, the number of tourists may even be less in comparison to the base year. In this case, the growth is considered to be negative. Increase or decrease of the number of tourists depends upon different causes. Those causes are known as the contributory factors. The pattern of tourism tries to assess the tourism activities in the spatial context. So growth and pattern of tourism indicates the assessment of tourism activities in spatio-temporal context. This present pattern of tourism on the global perspectives is the outcome of different initiatives by the governments of various countries.

14.2 FACTORS AFFECTING TOURISM IN THE WORLD

The tourism is directly linked with a number of factors. Some of the factors associated with tourists are:

a. high income of the tourist

b. paid holidays or holiday entitlement

c. travel cost

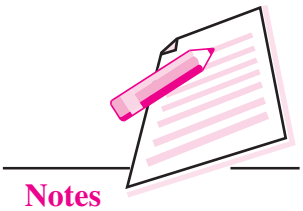
d. technology

e. package providers/ tour operators

f. update knowledge/ media

g. growing middle class in developing countries

h. rise of new destinations and increase in tourism investment.



Travel to the tourist destinations, accommodation, food and beverage, entertainment requires money. It is possible to take up the tourism activities only when the financial position of the tourists is sound. In other words, the per capita income of the country is the best way to find out/ guess the tourism activities. The people, belonging to conunting where the per capita income is high, can afford more tourism activities. They go more for tourism from local level to global level. Government/ company/ corporate workers also get paid holidays or they are entitled to holidays. This is a sort of an incentive and promotes tourism. These people are more likely to go for tourism activities. Where ever this facility is available, the tourism is boosted and it is on rise.

Travel cost is one of the important factors to affect tourism. Moderate to low cost boosts the tourism activities whereas higher cost proves to be a hindrance in tourism activities. In general, this is an important determining factor, but for the very high rich people it may not be a big reason. It is also a reality that tourism is not contributed by the very rich segment of society. Hence, travel cost affects the tourism.

Technological advancement has brought the world very close. Much information is available through internet about various tourist places in the world. Many visuals are also available. They are very much important for the tourists for determining the destinations. Hence, information being a click away on internet has also played an important role in boosting the tourism.

Package providers/ tour operators are of great help to the tourists. They are making the tour itinerary well as per the demand of the tourists. They are basically facilitators and help the tourists for a hassle free touring. Wherever the tour package providers are available and for the areas they are working, the tourism activities are more prominent on the tourist map of the world.

Print and audio-visual media have also brought the world closer. They provide information about every part of the globe. The knowledge about the world also has a bearing on the growing trend of tourism in the world. The well documented and well known areas have seen greater number of tourists arrivals whereas the less known are not as popular with tourists.

The economic growth and development in the developing countries and the emergence of a section of society having good financial status is an additional boost for travel and tourism. It has been enhancing the possibility of tourist activities.

The new destinations in the world are coming up. More and more investments are made to develop the infrastructure in the region. Therefore, the tourism investment is promoting the industry.

14.3 ATTRACTIONS FOR THE TOURIST AT DESTINATIONS IN THE WORLD

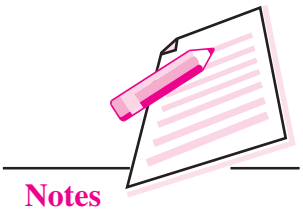
Different parts of the world have different types of attractions for the tourists. The developed and developing worlds are providing greater opportunities to the tourists in comparison to the under-developed world. In the beginning, tourism was mainly confined to the developed world but now the trend has changed and more and more tourism activities are taking place in the developing world. The major attractions can be grouped into cultural, natural, events, recreations and entertainment. They have several components which can be seen from the following table.

Table 14.1. Overview of Tourists Attractions

Cultural	Natural	Events	Recreational	Entertainment
Historical Sites	Landscapes	Mega-events	Sightseeing	Theme Parks
Archeological Sites	Seascapes	Community Events	Golf	Amusement Parks
Architecture	Parks	Festivals	Swimming	Casinos
Cuisine	Mountains	Religious Events	Tennis	Cinemas
Monuments	Islands, Beaches	Sports Events	Cricket	Shopping Facilities
Industrial Sites Art Centers	Flora	Trade Fairs	Hiking	Performing
Museums	Fauna	Exhibitions	Fast Track Car Racing	Sports Complexes
Ethnic	Coasts	Conferences	Snow Sports	Water Parks
Concerts	Caves	Meetings	World Cup	Rock Garden
Sports Events	Theater		Meals	Football
Others	Others	Others	Others	Others

14.3.1 Cultural Attractions

Various cultural regions are very much in demand among tourists. These include historical sites, archeological sites, different architectural constructions of old buildings, monuments of historical importance. Museums are the collections of a wide range of items of historical and archeological evidences. They attract the tourists as many of them are interested in knowing about them. Organisation of concerts and interesting cultural and historical programmes in theaters are great attractions for tourism. Some places are famous for their historical cooking and food, hence, cuisine facilities attract the tourists.



14.3.2 Natural Attractions

Natural beautiful places are weakness for the tourists. They love to visit those places. Wherever naturally attractive landscapes, sea coasts, or mountains are found, they are excellent places for tourists. Hill stations, islands and beaches are also sought after places by tourists. Different kinds of parks and a wide array of flora and fauna are also of interest to the tourists.

14.3.3 Attractions due to Events

Several specific events are organised all over the world. Interested persons try to visit those events to get acquainted with or to get business from various corners of the world. They are called as mega events on certain themes like trade fairs. Apart from the sports persons, big sport events attracts millions of interested people from all over the globe. The Olympics, world soccer matches or the world cup cricket matches are some examples in this regard. Community events, fairs, festivals and religious aggregation attracts millions of people from national as well as international tourists. The Haj at Mecca and Medina, holy bath at the bank of the Ganga River during Maha Kumbh or at the time of solar and lunar eclipse are some of the examples. All over the world, conferences, meetings and corporate events are also bringing large number of people together.

14.3.4 Recreational Attractions

Many recreational attractions are there which magnetise the tourists. Important among them are sightseeing, sports such as golf, swimming, tennis, cricket, snow sports, football etc. Mountaineering, rock climbing, ice climbing, water rafting etc. are also of interest for some adventure tourists. Therefore, they promote travel and tourism activities.

14.3.5 Other Recreational Events

Travel and tourism is also promoted by providing various types of entertainment facilities. Some tourists' centers of well repute have amusement parks, casinos, shopping facilities. Sports complexes and sports events are also of great interest for tourists. These are some of the themes which are in great demand by tourists of domestic and international origin.

ACTIVITY 14.1

Prepare a list of places in your state, where international games are held and tourists of various countries visit in large number.

INTEXT QUESTIONS 14.1

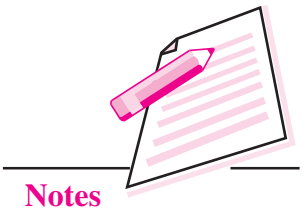
1. List any five factors associated with tourists.
2. Write about any three natural attractions and three cultural attractions.
3. What do you understand by sport tourism?

14.4 SPATIAL DISTRIBUTION OF TRAVEL AND TOURISM

The spatial distribution of tourism is the function of various environmental conditions. Some of the important factors are natural landscape, beautiful natural sites, accessibility and moderate climatic conditions. Apart from all these, man-made beautification and landscaping of the areas, dam construction and development of multipurpose projects, sculptured gardens, monuments, and famous sites are visited more by tourists. The important religious festivals are attended by a large number of tourists. Hence, it quite evident, that tourism is popular where the above mentioned attractions are favourable for the tourists.

Some of the important tourist places of international repute are shown on the following map. Their distribution is concentrated more in economically developed countries of Europe, around the Mediterranean Sea and the USA. With the passage of time, the importance of other developing countries has increased as new tourists destinations. The growing income of the people is the prime reason for wide spread tourism activities in the world.

Figure 14.1: World Travel Map



14.5 WORLD'S TOP 10 TOURIST DESTINATIONS

United Nation World Tourism Organization (UNWTO, headquarter in Madrid, Spain) in its annual report of 2015 points out France to be the top most country globally with nearly 67,310,000 tourists arrivals from all parts of the world. France is followed by the US at the second number and on the tenth position is Hungary with 17,248 tourist's arrivals globally in 2015 (Table 14.2).

Table 14.2: UNWTO top ten global tourist destinations in 2015

S.No	Country	No. of tourists
1	France	67,310,000
2	United States	47,752,000
3	Spain	43,252,000
4	Italy	34,087,000
5	United Kingdom	25,515,000
6	China	23,770,000
7	Poland	19,520,000
8	Mexico	19,351,000
9	Canada	17,636,000
10	Hungary	17,248,000

The top destinations in 2014 by international visitor arrivals and their locations are shown on the Fig. 14.2.The details of numbers of expected overnight visitors are given in Table 14.2.

Figure 14.2: World's top ten destinations 2014

In 2014, there were 1.135 million international tourist arrivals worldwide, with a growth of 4.3% as compared to 1.087 million in 2013[3].The following Table 14.3 shows the number of tourist arrivals in million between 2012-2014 and the change in percentage accordingly.

Table 14.3: Growth of tourism in top ten countries

Rank	Country	UNWTO Region [3]	International tourist arrivals (2014)	International tourist arrivals (2013)	Change (2013 to 2014) (%)	Change (2012 to 2013)(%)
1	France	Europe	83.7 million	83.6 million	▲ 0.1	▲ 2.0
2	United States	North America	74.8 million	70.0 million	▲ 6.8	▲ 5.0
3	Spain	Europe	65.0 million	60.7 million	▲ 7.1	▲ 5.6
4	China	Asia	55.6 million	55.5 million	▼ 0.1	▼ 3.5
5	Italy	Europe	48.6 million	47.7 million	▲ 1.8	▲ 2.9
6	Turkey	Europe	39.8 million	37.8 million	▲ 5.3	▲ 5.9
7	Germany	Europe	33.0 million	31.5 million	▲ 4.6	▲ 3.7
8	United Kingdom	Europe	32.6 million	31.1 million	▲ 5.0	▲ 6.1
9	Mexico	North America	29.8 million	28.4 million	▲ 5.3	▲ 10.2
10	Russia	Europe	29.1 million	24.2 million	▲ 20.5	▲ 3.2

14.6 GROWTH OF TOURISM IN THE WORLD

Tourism industry has flourished since the mid of the 20th century. Prior to that, the activities of tourism were confined to only a limited pockets of the world. These pockets were concentrated in the developed countries. After 1950 the growth no. of pockets of the world of tourism was observed outside the developed world as well. New destinations grew and tourists started visiting those areas also. Apart from that, the growing economy of the less developed countries attracted tourists from those countries as well. This led to the growing areas for tourism as well as the increasing number of tourists all over the world.

The growth and development of travel and tourism is not uniformly distributed over the world. Some regions are very well developed and they have been developed since a long time. Some other regions are coming up in a big way. The increase in tourists visiting East Asia and the Pacific is very considerable. On an average, it is 13% per year followed by Middle East accounting 10%. Europe and America were the main tourists destinations before 2000, but recently their share has declined by 10% and 13%, respectively. Both regions accounted for 95% share of tourists in 1950. It declined to 82% by 1990 and 76% by 2000. It has happened because of the development of other areas as tourists destinations.

However to make the process of growth in brief, the following Table 14.4 shows continuous increasing number of tourists in the last five years.

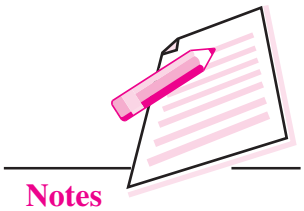


Table 14.4: Tourism Growth in number of tourists from 2011-2015

S. No	Year	Total number of tourists
1	2011	983 million
2	2012	1,035 million
3	2013	1,087 million
4	2014	1,135 million
5	2015	1,184 million

14.7 GROWTH OF TOURISM IN THE WORLD FOR FUTURE

Since 2010, international tourist arrivals has grown by 4.4% in 2015 to reach a total of 1,184 million in 2015, marking the sixth consecutive year of above-average growth with international arrivals increasing by 4% or more every year. Some 50 million more tourists (overnight visitors) travelled to international destinations around the world in 2015 than in 2014. Prospects for future years remain positive, with international tourist arrivals expected to grow by 4% worldwide.

International tourism reached new heights in 2015. The robust performance of the sector is contributing to economic growth and job creation in many parts of the world. It is thus necessary for counties to promote policies that foster the continuous growth of tourism, including travel facilitation, human resources development and sustainability.

ACTIVITY 14.2

Collect the world tourist data for Asian countries. Try to find out the share of India in world tourism and find the reasons why India has a low share at the global level.

INTEXT QUESTIONS 14.2

1. Describe the factors affecting world tourism.
2. Discuss the events and recreational tourist attractions.
3. Discuss the growth of world tourism since 2011.

14.8 TOURIST ARRIVALS IN THE WORLD

It is quite evident that the tourists are highly concentrated in certain region of the world. They are more in the developed economies but their distribution is increasing in the emerging economies as well. The spatial distribution of those countries is still very large in the developed world if we compare the size of

the countries and their population. Most of the developed economies have very small area as well as relatively low population. Since the people are well-off, they are sparing time and money for tourism activities. That is why, travel and tourism is more popular in those countries.

The exact number of tourists visiting different countries is shown on Figure 14.3. This map reveals that moderate and cool climatic regions of the world are very much collinear with the tourism activities.

Figure 14.3 Tourist Arrivals in various parts of world

Trend of international tourist arrivals is almost continuously on the rise. In a span of about seventeen years, the number of international tourist arrivals has risen to 1035 million in 2012 from 530 million in 1995. It is just a little less than double. International tourist arrivals grew by around 4% in 2012 in comparison to 2011. In 2012, the total international tourist arrivals rose to more than a billion for the first time in the history. Asia and the Pacific recorded the highest growth across the regions with 7% more.

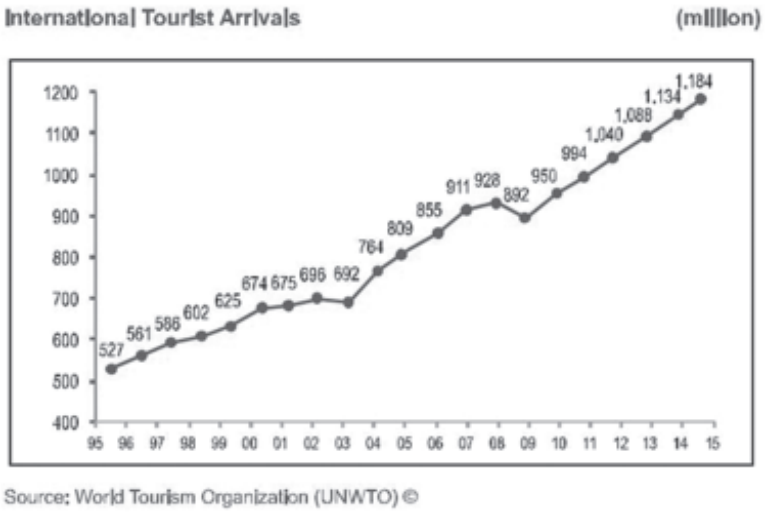
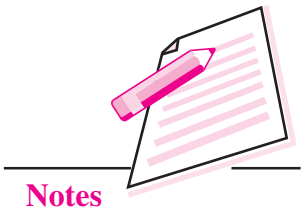


Figure14.4: Growth of international tourist arrivals



The above graph (Fig. 14.4) shows the long and steady growth of tourists' arrivals at the international level from 1995 to 2015. In 1995 it was around 527 million and shows the continuity in arrivals till 2002.there seems to be a decline towards 2003 but again the trend is towards an increase in 2004 which is 764 million. By 2010, we see that there is continuous increase of tourist arrivals and in 2015 end it grows to 1.184 million.

Share in International Tourist Arrivals, 2015

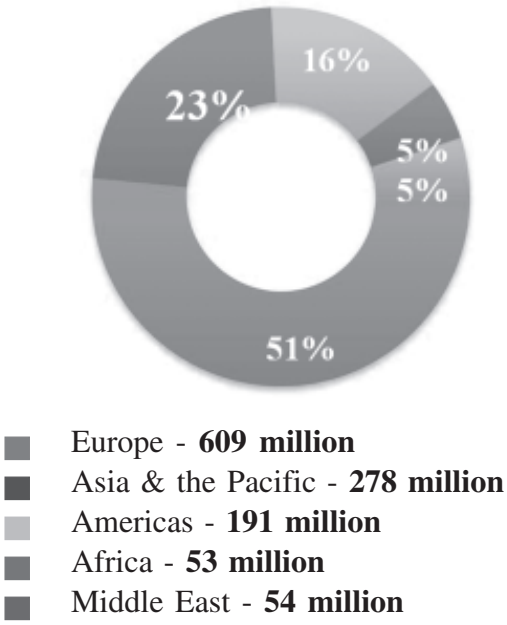


Figure 14.5

However the above chart shows the changing situation of growth in the five different regions in 2015. The maximum number (609 million) i.e. 51% of tourists visited Europe. After Europe, Asia and Pacific comprised (278 million) i.e. 23 Percent. The minimum number (53 million) i.e. 5% visited Africa.

14.9 TOURIST ARRIVALS AND RECEIPTS

Tourist arrivals means the number of persons who arrive at tourist center and get accommodation. Those people check in for at least a night stay. All accompanying persons are counted without any age limit. A child is counted as the number of tourists reaching the center, even if he/she is not charged for the stay. Hence, no age limit is applicate. Therefore, all people are counted and their number is known as the tourist arrivals.

International tourist receipts are expenditures on tourism activities by international inbound visitors. It includes all payments made to national tour and transport facilitators for international tourists. All payment made in the destination country

is counted for any sort of goods and services they get instead. In another words, every sort of money used by international tourists is included in the receipt category, i.e. accommodation, transport within the destination country, food and beverage, entertainment, purchase of souvenirs, entry fees etc.

In Europe arrivals grew by 3%, while in Africa they were up by 2%. International tourism receipts reached US$ 1245 billion worldwide in 2014, up from US$ 1197 billion in 2013, corresponding to an increase of 3.7% in real terms (taking into account exchange rate fluctuations and inflation).

Receipts from international visitors spending on accommodation, food and drink, entertainment, shopping and other services and goods reached an estimated US$ 1,245 billion (euro 937 billion) in 2014, an increase of 3.7% in real terms (taking into account exchange rate fluctuations and inflation). International tourist arrivals increased by 4.4% in 2014, reaching a total 1,135 million, up from 1,087 million in 2013.

Apart from international tourism receipts, tourism also generates export earnings through international passenger transport services (rendered to non-residents). The latter amounted to an estimated US$ 221 billion in 2014, bringing total exports from international tourism up to US$ 1.5 trillion, or US$ 4 billion a day on average. International tourism receipts grew in all regions.

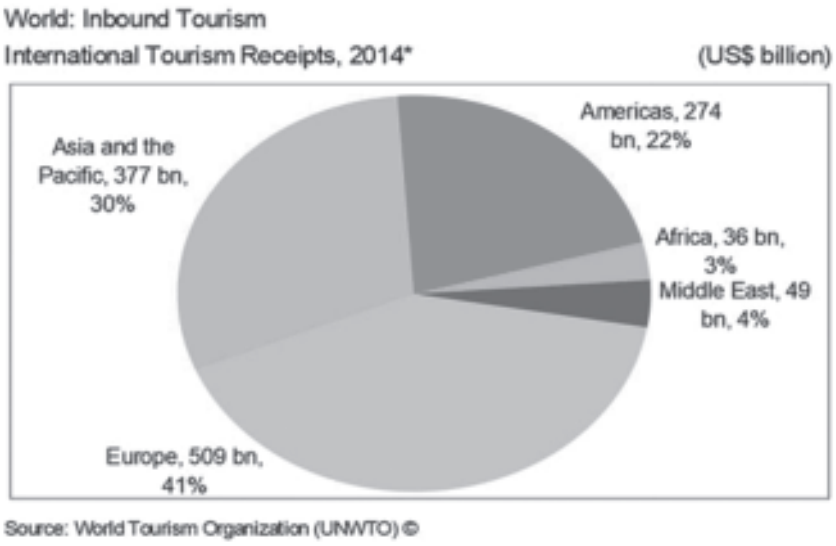
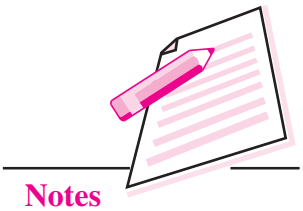

World: Inbound Tourism
International Tourism Receipts, 2014*
(US$ billion)
Americas, 274 bn, 22%
Asia and the Pacific, 377 bn, 30%
Africa, 36 bn, 3%
Middle East, 49 bn, 4%
Europe, 509 bn, 41%
Source: World Tourism Organization (UNWTO) ©

Figure:14.6

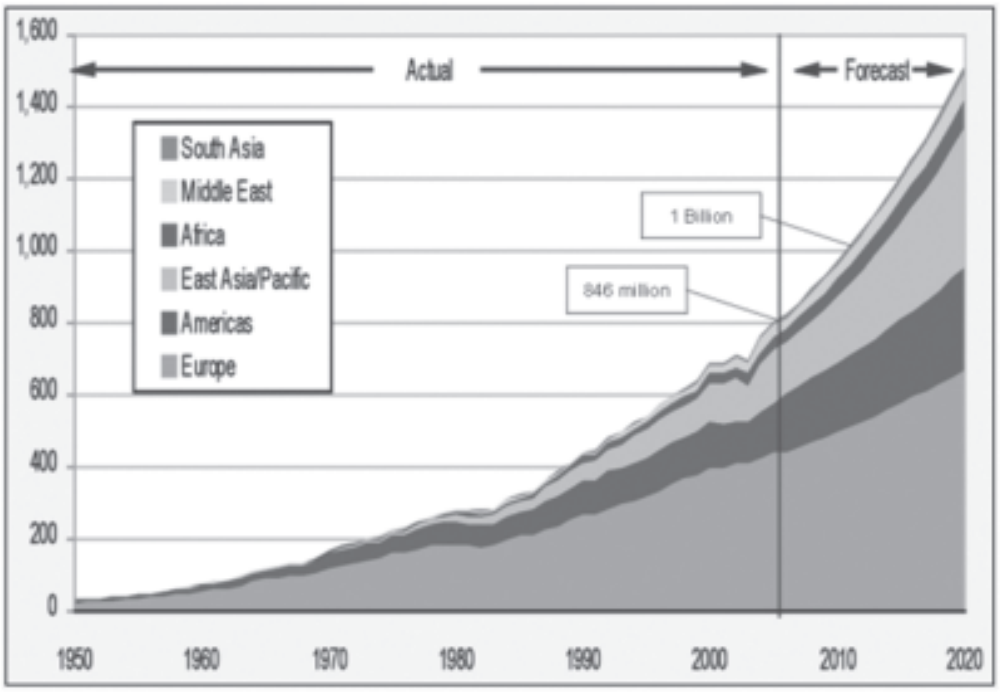
The above Fig. 14.6 clearly shows the share of international tourism receipts in 2014 in which Europe have largest share. Europe, which accounts for 41% of worldwide international tourism receipts, saw an increase in tourism earnings in absolute terms of US$ 17 billion to US$ 509 billion (euro 383 billion). Asia



and the Pacific (30% share) saw an increase of US$ 16 billion, reaching US$ 377 billion (euro 284 bn). In the Americas (22% share), receipts increased by US$ 10 billion to a total of US$ 274 billion (euro 206 bn). In the Middle East (4% share), tourism receipts increased by an estimated US$ 4 billion to US$ 49 billion (euro 37 bn) and in Africa (3% share) by US$ 1 billion to US$ 36 billion (euro 27 bn).

14.10 WORLD TOURISM PROSPECTS

The growing trend of world tourism prospects is shown through the following illustration. It is showing the trends of different regions of the world since 1950 and a future projection is made for the year 2020. In the beginning of the period mentioned, the travel and tourism activities were not very much widespread. It was more so in the traditionally developed countries of the world. The growth in travel and tourism industry outside the developed world became perceptible since 1970. It was due to the rising socio economic status of the developing countries. This led to generate disposable income among middle and upper-middle class of the society. This was the boosting tonic for tourism activities which was taken up by those people. Since then the global trend of tourism has changed. Tourism got the vertical and horizontal expansion but it also declined the share of the developed world. On an average, the growth rate is around 4.5% per annum at the global scale.



Source: www.world.tourism.org

Figure 14.7. Projected Regional Tourism Growth in World (1950–2020)

Some of the important points are:

- Europe is supposed to be the most favoured destinations with a projected number of about 717 million tourists by the year 2020. It is believed that it would grow at an average rate of 3.1%.
- East Asia and the Pacific is expected to grow by 6.5% per year. Its share would be about 25% of the world and it would hold the second largest position replacing the Americas.
- Africa and the Middle East are anticipated to be on the higher side of their tourist activities. They are supposed to perform the growth of over 7% per year.
- South Asia is very low in tourism, but it is supposed to be higher by 2020 on account of growing tourism. Its share would reach to about 19 million in 2020 which is about five times greater than 1995.

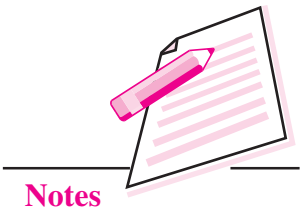
Table 14.5 Projected Tourist Arrivals in World.

World Regions	Base year	Forecasts		Market share (%) growth rate (%)		Average annual
	1995	2010	2020	1995	2020	1995-2020
	(Million tourists)					
World	565	1006	1561	100	100	4.1
Africa	20	47	77	3.6	5.0	5.5
Americas	110	190	282	19.3	18.1	3.8
East Asia and the Pacific	81	195	397	14.4	25.4	6.5
Europe	336	527	717	59.8	45.9	3.1
Middle East	14	36	69	2.2	4.4	6.7
South Asia	4	11	19	0.7	1.2	6.2

Do you know

World Tourism Day is celebrated each year on 27 September. Its main aim is to foster awareness among international community about the importance of tourism.

Every year, UNWTO invites all interested parties to take part on 27 September each year in the special celebrations taking place in their respective country or holiday destination.



INTEXT QUESTIONS 14.3

1. Write about the top ten countries contributing in world tourism.
2. Which region of world share maximum international tourism receipts?
3. How the share of developing countries enhanced in international tourism?

WHAT YOU HAVE LEARNT

- The distribution of growth and pattern of tourism in the world is not uniformed. Since long time, tourism had been the affairs of developed nations and their well-off people. But since a few decade back, the economic growth has taken place in the developing nation also.
- With the improvement of economic status of the people of larger segment of society in different corners of the globe, the growth and pattern of tourism has altered and it is still changing.
- Tourism has reached to larger destinations of the world, as well as people from different parts of the world are also associated with it. It is happening because of more income and purchasing power of the people, less travel cost, growing knowledge of the world and promotion from the government side as well.
- Different types of attractions have been one of the very dominant factors for increasing tourism activities in the World since 1950.
- There is long and steady growth of tourists' arrivals at international level. From 1995 it was around 527 million and shows the continuity in arrivals till 2002.,there seems to decline towards 2003 but again the trend is towards an increase in 2004 which i s 764 million. By 2010, we see that there is continuous increase of tourist arrivals and in 2015 it grows to 1.184 million.
- The spatial horizon of the tourism has increased from traditional to non-traditional areas. The contribution of non-traditional areas is increasing very fast with the passage of time, the changing behavior of tourism is becoming more apparent and after sometime, most of the world will be on the tourism map.

TERMINAL EXERCISE

1. Discuss the growth pattern of world tourism since 1950.
2. Analyze the present trend in international tourism.
3. Explain the share of top 10 countries in tourist arrivals and receipts.

ANSWER TO INTEXT QUESTIONS

14.1

1. a. More disposable income of the tourist
   b. Paid holidays or holiday entitlement
   c. Travel cost
   d. Technology
   e. Package providers/ tour operators
2. Natural : Landscapes, Parks and Coasts.

   Cultural : Historical Sites, Archeological Sites and Museum.
3. Sport tourism is the movement of tourists for participating or seeing the sports in another place. Sports tourism includes such as golf, swimming, tennis, cricket, snow sports, world cup, football etc.

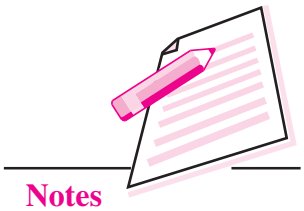
14.2

1. Some factors affecting world tourism are natural landscape, beautiful natural sites, accessibility and moderate climatic conditions.
2. Several specific events are organized all over the world like festivals, religious and trade fair etc.

   Many recreational attractions are there which magnetize the tourists such as sightseeing, sports- golf, snow sports, world cup, football etc.
3. The growth of world tourism is high since 2011. In the year 2011 there were 983 million tourist arrivals, 2013 it rose to 1,087 million tourists and it increased further to 1,184 million in 2015. The prospects of this growth remain positive, with international tourist arrivals expected to grow by 4% worldwide in 2016.

14.3

1. France, United States, Spain, Italy, United Kingdom, China, Poland, Mexico, Canada and Hungary.
2. The share of Europe is maximum (41per cent) in international tourism receipts
3. The growth of tourist's arrivals in East Asia and The Pacific is very strong. The share of Europe and America has declined significantly. It has happened due to growing/expanding other destinations. By 2020, South Asia's share is expected to reach 19 million, much greater than previous periods.



Notes

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TOURISM MANAGEMENT

Whether you aspire to be a manager, owner, an employee in a tourism organisation or tourism professional, an understanding of management, its functioning, roles and responsibilities of managers is always useful. Promotion and development of responsible tourism requires professional approach for managing various operations and it is essential for every one aspiring to join any area of tourism to be aware of the basic principles and practices of management in order to be effective and successful. In this lesson an attempt is made to familiarise you with different issues in management in order to equip you with required management skills and knowledge. It attempts to make you aware of management concepts and principles as applicable in diverse operations of the tourism industry, familiarise you with the skills needed in this area, expose you to the motivation concept and the major theories of motivation and enrich your understanding of various styles of leadership by making you familiar with some important theories of leadership. A brief study of the individual and group behaviour is also the subject matter of this lesson.

OBJECTIVES

After studying this lesson, you will be able to:

- explain the concepts and functions of tourism management;
- develop roles, skills and tasks of a manager;
- explain the concepts and theories for motivation of tourism;
- describe leadership theories and styles and
- identify individual and group behaviour.

15.1 CONCEPT AND FUNCTIONS OF MANAGEMENT

Management has become an important component of our daily lives. Its relevance is increasing day by day in the modern industrial world. All the

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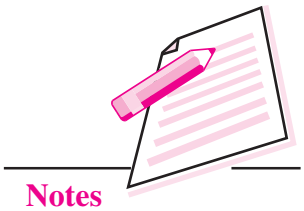
organisations whether business or non business, government administration or civil administration, defence organisations, hospitals, educational institutions and even domestic set ups need proper management. In order to make proper utilisation of all material, physical and human resources, we should have an effective and efficient management system so that it is easy for us to accomplish the set targets. Management consists of all the activities that lead a manager towards the accomplishment of organisational objectives.

Though different authors have defined management in different ways but the theme of management is same. It is the process of designing and maintaining an environment for the purpose of efficiently accomplishing selected aims. Managers carry out the functions of planning, organizing, staffing, leading and controlling. It highlights the proper handling of people at work and to give them a right direction so that they will be motivated to work towards the achievement of organisational objectives. It implies the optimum use of human and physical resources to minimise the cost and to increase the profits. Henry Fayol defines management as "to manage is to forecast and plan, to organise, to command, to co-ordinate and control". S George argues that, "management consists of getting things done through others. A manager is one who accomplishes the objectives by directing the efforts of others". According to George R Terry "management is a distinct process consisting of planning, organising, activating and controlling performed to determine and accomplish the objectives by the use of people and resources".

Management is a three tier activity. The top tier centres round the determination of objectives and policies, middle tier is concerned with implementation of policies through the assistance of lower tier of the organisation. Top level of management consists of Board of Directors, its chairman, managing director or general manager and other key officers. This is the ultimate source of authority entrusted with the responsibility of conducting the affairs of an enterprise smoothly, successfully and satisfactorily through judicious planning, careful regulation, arranging for effective execution and vigilant control. It acts as the main mobilizer of all physical, material and human resources essential for the inception, maintenance, operations and expansion of the undertaking. Middle level of management is concerned with the task of implementing of plans and policies chalked out by the top management. It generally consists of heads of departments and other executive officers attached to different departments. Middle level management supervises the lower level workers and gets work done through them. This level of management refers to those executives whose work is to oversee and direct operative employees. It includes supervisors, foremen, finance and accounts officers, sales officers, etc.



15.1.1 Objectives of Management

The objectives of management can be classified as follows:

Organisational: The main objective of management is to make a proper utilisation of human and material resources so that it gives maximum advantage to the organisation. Every management group strives to achieve these objectives. These objectives can be profit, survival and growth.

- *Survival*: The basic objective of every organisation is survival and perpetuality. Management must ensure survival through sufficient profits
- *Profit*: Profit is the whole and sole objective of every business. Therefore, management must enable the organisation to earn maximum profits.
- *Growth:* Organisations always expect earning of adequate profits and a long survival for their business which in turn can lead to their growth and expansion. Management must help in covering the uncovered aspects, all risks, meet future challenges and ensure growth and prosperity.

Social: Management has to see through social lens and take care of social problems through welfare activities. Social objectives of an organisation aim at using environment friendly methods of production, providing quality products to customers at reasonable prices, providing employment opportunities to people and basic amenities like schools, hospitals and crèches for employees etc.

Personal: People join organisations to fulfil their personal objectives and satisfy their basic needs of life. They try to achieve their financial needs like salary and other incentives like bonus etc, social needs like respect, regard and recognition, higher order needs like growth and development, promotions and future prospects. In order to bring harmony in organisations, management has to integrate personal goals with organisational goals.

15.1.2 Importance of Management

The importance of management can be highlighted in the following ways:

Management gives a proper direction for the accomplishment of common individual and organisational goals. Without management all the resources like financial, material and human resources will be useless. Management puts all other resources into action and maximises the objectives of the organisation.

Management makes an organisation adaptable to the changing environment. The change in technology, tastes of the people, change in fashions and change in demand of the products all exert a great influence on business. Management has to be responsive to these future challenges.

Management generates human values in the organisation. It is men not machines, materials and money that lead towards the accomplishment of organisational objectives.

Management helps in increasing efficiency for the success of an organisation. It makes proper use of available time and resources in an efficient way, eliminates all types of wastages to reduce the costs and leads to profit maximisation.

An organisation has many obligations towards different groups of society that constitute it. The process of fulfilling their objectives aim at the growth and development of organisation as well as society, providing better quality goods at reasonable prices, generating employment opportunities, increasing wealth of nation and wages to workers.

15.1.3 Functions of Management

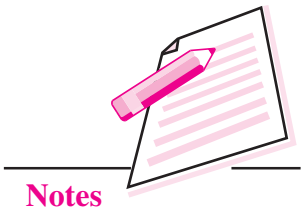
Management is generally treated as a process and the process refers to various functions which are performed in a sequence by a manager. It is a process of exercising authority and undertaking responsibility in planning, directing, controlling and executing the business operations and realising the results there of. All functions can't be performed by a single individual. As Allen has rightly said, 'it is humanly impossible for one individual to do justice to the multitudinous and complex demands of both managing and operating the business. They have to be entrusted to different individuals all along the enterprise.

The main functions of management are as follows:

Planning

Planning is the first and foremost function of Management. It is termed as the nucleus of Management and all other functions of management revolve around planning. The planning function involves the process of defining goals, establishing strategy for achieving those goals, and developing plans to integrate and coordinate activities. Planning leads to ensuring proper utilization of human and material resources to earn profits. It means deciding in advance what to do, when to do, how to do, where to do, when to do and by whom it is to be done. The nature and scope of planning varies as per the level of manager. For example, an escort may plan for the day tour or the group's total tour but the tour operator will plan for packaging the tour, marketing it, and catering to the group etc.

In a service organisation like tourism, it is essential that not only the top or middle managers but the employees also plan their activities keeping in view the organisational goals. Every tourism related activity, service or development



at a particular location, region or level requires a lot of planning. Today tourism planning has emerged as a specialised area and you have planners, estate planners, corporate planners, tour planners etc. Department of Tourism, Government of India has formulated National Action Plan on Tourism. Tourism Plan of Maharashtra is also well known.

Organizing

Organizing includes the process of determining what tasks are to be done, who is to do them, how the tasks are to be grouped, who reports to whom and at what level decisions are made. It refers to the way in which work is arranged and allocated among members of the organization so that the goals of the organization can be efficiently achieved. Organising is the formal grouping of activities and resources for facilitating attainment of specific organizational objectives. It is possible to achieve objectives without formally organizing, but then there is a likelihood of a great wastage of resources and time. Organising ensures that objectives are achieved in the shortest possible time, in an orderly manner, with maximum utilization of the given resources. It involves assembling of raw materials, tools, mobilization of capital, selection of personnel and determination of duties and responsibilities of human resources in different sections at all levels of the hierarchy of the organization. The elements of organizing include grouping of activities, allocation of duties, fixation of responsibilities, delegation of authority and establishing relationship between different components of authority

In the context of a firm, its people, machines, building, factories, money, and credit available for use are the resources at its disposal. All these resources are limited. The role of a manager is to organize all these resources, so that there is no confusion, conflict, duplication or wastage in achieving the organisation's objectives. The manager will be required to allocate to each person his role, designation and position in the organization, his responsibility for achieving specific objectives and authority for utilizing the resources assigned to him, and the higher authority to which he periodically reports his progress.

Staffing

Human resources are the most precious resource and biggest asset of an organization. Staffing of an organization is as important as the structure itself. Staffing involves the recruitment, selection, training, placement and promotion of the employees. It needs manpower planning, job analysis and other staff functions. It is a continuous process because of the employee turnover, retirements and new requisitions on account of expansion etc. Right man for the right job at the right time and doing right things should be the slogan of

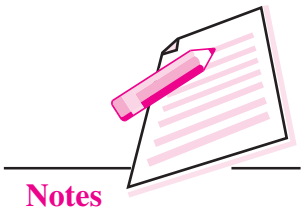
an organization in order to excel and achieve the designed goals. The staffing function includes the activities of defining the requirements of the people with regard to the job to be done. The proper procedure of selection has to be followed. Selection should be made sensitively. After appointment of the relevant and required personnel, they should be properly trained and made adjustable to the changing environment of the organization. Therefore, precautions have to be taken while making the choice of best human resource. This function is performed by all managers in the organization or by a separate Department known as Personnel Department depending upon the size of organization and important activities.

Directing

Directing means telling people what to do and seeing that they do it to the best of the ability. It aims at guiding directing and inspiring people to perform the job in the best possible way. Direction is concerned with the execution of planning. It initiates organized action and breathes life into the organization. As a process of management, direction is concerned with getting work done through and with people. They require continuous encouragement and boosting to work effectively. Once the employees get the best orientation and training, it becomes the responsibility of superiors to guide, motivate and lead them for better performance. A good planning and the best organizing may fail to deliver if directions are faulty and not up to the mark.

Coordinating

Coordination is the art of achieving harmony of individuals and group efforts for the achievement of common goals. It is termed as the binding force of all the other functions of management. It is a process of integrating the group activities of people in an organization. Coordination is regarded as the culmination of all the managerial process. It is the harmonious adjustment of all the factors of production. As the players in a Hockey Team, Cricket Team can't defeat the opposing team without proper coordination, in the same manner employees of an organization cannot succeed in achieving the objectives of their interest if they have no team spirit. According to Henry Fayol, "to coordinate is to harmonize all the activities of a concern so as to facilitate its working and success". Planning and execution howsoever accurate and skilful can't be fruitful unless management establishes harmonious blending of activities through organisational arrangement and administrative action. The administrative arrangement must be such that activities at each stage are enjoined in a proper sequence and the final procedure comes forth as desired. Similarly, activities concerning production, purchases, sales, finance etc are unified to ensure continuity.



Motivation

Motivation is an activity by which the Management motivates the workers of an enterprise to do more and better work. It is a stimulating force which inspires all the employees of an organisation to work for the organisation whole heartedly so that the pre-determined objectives of an organisation can be achieved. It is a psychological technique of executing the plans and policies through the efforts of others. Hiring a worker and assigning him the duties will not complete the Management process. It is a famous proverb that you can lead a horse to river but can't make him drink. Motivation is a constructive force in management for objectives and directions. In the same manner a manager must not forget that he can buy a man's time, his physical presence at the work place but he can't buy his enthusiasm, loyalty or initiative. Management needs to create the willingness and the urge to use their talent for better performance.

Controlling

Controlling is termed as a yardstick for measuring the performance of the organisation. It is a process of examining and evaluating the work turned out by subordinates in different departments of the Organisation. It is the measuring and correcting of activities of subordinates to ensure that events conform to plans. It measures performance against goals and plans, shows negative deviations exit and by putting in motion actions to correct deviation, helps ensure accomplishment of plans. Controlling helps us in ensuring that all the activities of an organisation are being carried out as originally planned. In the process of control, data of actual results are collected and compared with the expected results – If the actual results are good and according to the prescribed standards. Controlling imposes the responsibility on the management to verify whether performance of the results conform to the plans, policies and standards which were adopted. Its main aim is to detect imperfections in working or deviations from the planned course and by undertaking remedial measures to channelize the efforts of the subordinates back to the chosen path. Controlling is a backward looking process and the best kind of managerial control corrects deviations from plans before they occur.

ACTIVITY 15.1

Meet the manager of any tourism firm. Try to find out what kind of managerial tasks he performs and whether he applies the management concepts and functions in his business operations.

Notes

INTEXT QUESTIONS 15.1

1. What do you understand by Management?
2. Enlist the core management functions performed by a tourism manager.
3. What are the steps involved in the planning process.
4. What does control process mean?

15.2 ROLE, SKILLS AND TASKS OF A MANAGER

15.2.1 Role of a Manager

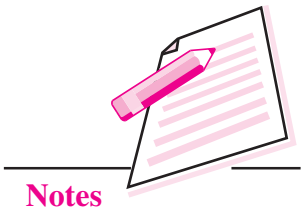
A role consists of the behaviour patterns expected of an individual within a social unit. Roles are inherent in functions. All managers have authority over their subordinates, act as decision makers and are involved in interpersonal relationships with subordinates, peers and superiors. A manager is the role model for all the employees of the organization. His role has to be effective and constructive in re-shaping the entire structure of an organisation. Sometimes he has to behave like a king giving directions and guidelines, orders and instructions to his subordinates and sometimes he has to work as a lower level worker. Sometimes he behaves like a friend, sometimes parent, and sometimes like a tough officer. All these fluctuating roles help him to make people work in the organisation and achieve the goals of organization. A manager can be compared to a captain of a ship who has first to set the course to reach the destination and then steer the ship along the course. In the same way, a manager has to first set the objectives which the firm must achieve.

Roles a typical manager has to perform in discharging his day-to-day activities can be grouped as follows:

Interpersonal Roles

This refers to those types' of managerial roles that involve people and other duties that are ceremonial and symbolic in nature. There are three types of interpersonal roles:

1. **Figure head Role:** Manager performs a role as symbolic head and accordingly he is obliged to perform a number of routine duties of legal or social nature. The typical activities include greeting visitors, signing legal documents etc.
2. **Leader Role:** As a leader of the department, the manager gives direction to his subordinates to fulfil the assigned goals and objectives. He is



responsible for their motivation and activation, staffing and training, goal setting, guidance, reviewing the progress of work etc.

3. **Liaison Role:** The manager is required to maintain contact with sources that provide valuable information which include individuals or groups outside the manager's unit and may be inside or outside the organization. For this he has to maintain self-developed network of outside contacts and informers.

Informational Roles

This includes the following types of managerial roles that involve receiving, collecting and disseminating information:

Monitor: A manager is spanning the boundaries of the organization and trying to get information from outside through various sources. He seeks and receives variety of special information through understanding of the organization and environment. He emerges as the nerve centre of internal and external information about the organization.

Disseminator: A manager is expected to transmit information received from outside or from subordinates to the members of the organization by holding informational meetings, making phone calls etc. Some information is factual and some may involve interpretation and integrating of diverse value positions of organizational influencers.

Spokesman: Manager represents the organization to outsiders by performing the role of a spokesman. He transmits information to outsiders about the organization's plans, policies, results, achievements and serves as an expert on the chosen field by giving value suggestion to the community.

Decisional Roles

Four types of decisional roles which include those managerial roles that revolve around decision making are:

Entrepreneur: As entrepreneur, a manager initiates and oversees new projects that will improve organization's performance. He thoroughly analyses the strengths of the organization and the opportunities available in the environment and takes initiative to implement improvement projects to bring about worthwhile changes within the organization and continuously supervise designing new developmental projects.

Disturbance Handler: As disturbance handler, a manager takes corrective action in response to unforeseen problems within as well as outside the organization. Whenever any conflicts occur among the subordinates regarding the sharing of resources, allocation of funds etc; the managers intervenes appropriately and resolves those issues.

Resources Allocator: Manager is responsible for the allocation of organizational resources – physical, human, monetary resources of all kind and in effect, the making or approval of all significant organizational decisions. For this he is scheduling meetings, requesting authorization, budgeting and programming subordinates' work.

Negotiator: Managers discuss, negotiate and bargain with other groups to gain advantage for their own organisations. They negotiate with business partners in case the organization is seeking alliances to venture projects or extend their operation in new marketing area.

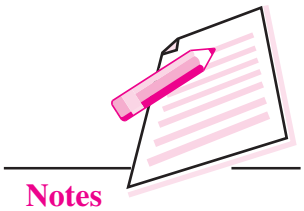
15.2.2 Skills of a Manager

Managers need certain skills in order to perform the duties and activities associated with various functions. These skills are generally grouped as technical sills, human relations skills and conceptual skills. The relative importance of these three skills varies with the level of managerial responsibility. As managers progress from lower level to senior level, they are expected to acquire more of human relations and conceptual skills. Technical skills are not so important for the chief executives in large organisations where such executives have extensive staff assistance and highly competent, experienced and technical operators are available. Thus technical skill deals with jobs, human skill with the person and conceptual skill with ideas. These three types of skills are inter-related. Let us understand the types of skills first and then see how these skills are useful for the manager who has to use these at various levels of managerial hierarchy.

Technical Skill

Technical skills include knowledge of and proficiency in certain specialized fields such as engineering, computers, finance, manufacturing etc. Vocational and on-the-job training programmes largely do a good job in developing this skill. For example, mechanics work with tools, and their supervisors should have the ability to teach them how to use these tools. Similarly accountants apply specific techniques in doing their job. First line managers and middle level managers are required to acquire mastery over the technical aspects of the organizational work operations. An accountant must know how to prepare accounts; a computer operator must have ability in programming and operating a computer.

In today's age of specialization, technical skill is perhaps the most familiar one, required by the greatest number of people. In a desire to become an efficient



administrator, particularly at the first level, this skill becomes indispensible for an efficient operation. As a supervisor of a set of workers, you would like to ensure if your workers have sound grounding in the principle, structure and process of their individual specialty along with actual practice and experience during which your workers are watched and helped by you as a superior. This appears to be the best way to develop the technical skill.

Human Relations Skills

Human or interpersonal skills refer to the ability to work with, understand and motivate other people; the way the individual perceives his superiors, equals, and subordinates, and the way he behaves with them. Some of these human relations skills include communicating, motivating, delegating and negotiating skills. As managers deal directly with people within as well as outside the organization, such types of human relations skills are crucial in maintaining effective interpersonal relations. These skills are required to motivate the workers as groups or individuals to win their support and cooperation and to build effective teams. Managers need to be aware of their own attitudes, assumption and beliefs as well as being sensitive to their subordinate's perceptions, needs and motivations. If a manager possesses a highly developed human skill and is aware of his own attitude, assumptions and beliefs about other individuals and groups, he will be able to see their usefulness and limitations and they will be likely to accept others view points, perceptions and beliefs. He can judge the possible reactions to and outcomes of the various courses of action he choose to undertake.

The human skill of a manager becomes a continuous and natural activity with him so that whatever he says or does has an impact upon his associates. An awareness of the importance of human skills should be part of a managers orientation and such skills should be developed throughout the career. The human skills can be developed without any formal training for some employees, others may be individually aided by their immediate superiors who themselves should possess the human skill in order to be able to impart that.

Conceptual Skill

This skill involves the ability of seeing the organization as whole with a holistic approach , recognising how the various functions of the organisation depend on one another, visualising the relationship of the individual business to the industry, the community, and the political, social and economic forces of the nation as a whole. Such skills help the managers to conceptualize the environment, to analyze the forces working in a situation and to take a broad and foresighted view of the organisation. In developing the conceptual skill, some of the best results have been achieved through coaching of subordinates by superiors and by moving promising young employees through different

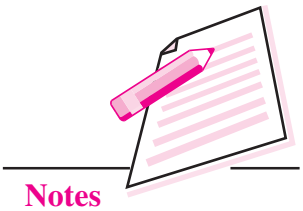
functions of the business but at the same level of responsibility. Though conceptual skills are needed by all managers at all levels, these skills become more important in top management positions because the top management managers often deal with abstract ideas, where as lower-level managers normally spend more time dealing with observable technical day-to-day operational activities. As a manager you should have the ability to coordinate and integrate a variety of factors. You need to view situations and determine the inter-relatedness of various factors. The success of any decision depends on the conceptual skill of the people who make the decision and those who put it into action.

15.2.3 Tasks of a Manager

As a professional manager you are responsible for your own and your subordinates' performance. Performance implies action and action necessitates doing certain specific tasks. Whether as a practising tourism manager or an aspiring one, your first concern is to know the tasks which you are required to fulfil in the organisation. The specific tasks of a manager flow from his job description and may vary depending upon the managerial level, function and industry to which the manager belongs. Given the wide range of diverse tasks a manager is required to perform, it is essential that the manager is a thinker, a doer and a people oriented person all rolled into one.

The main tasks which a tourism professional is expected to do to produce results are as follows:

1. Provide purposeful direction to the organisation for attainment of its objectives.
2. Maintain a firm's efficiency for profit generation which is essential for its growth and survival.
3. Anticipate and prepare for meeting the challenges of increasing competition
4. Build human organisation by creating a team spirit and teamwork.
5. Plan and manage for innovation by tapping all the sources of innovation.
6. Protect the interests and welfare of employees in order to gain their confidence and inculcate a sense of loyalty among them.
7. Retain talent and postpone obsolescence in the organisation
8. Upgrade skills and undertake constant training of employees for meeting the challenges of change.
9. Keep oneself updated on internal and external information pertaining to the organisation
10. Maintain cordial relations with various segments of society for fulfilling the needs of the society.



ACTIVITY 15.2

Visit any nearest tourism related firm and ascertain whether their employees are trained and educated enough for future. What skills should they have and from where they can obtain them?

INTEXT QUESTIONS 15.2

1. Enlist various managerial roles.
2. Name the three types of managerial skills.
3. Which tasks are mainly performed by a professional Manager?

15.3 CONCEPTS AND THEORIES FOR MOTIVATION OF TOURISM

15.3.1 Concept of Motivation

The word motivation is derived from the Latin verb *movere*, which means "to move". That which *moves* a person to act or behave is what motivates a person. The inner drive, the urge or the desire of the person to do something is called motivation. Motivation is defined as an individual's intention or willingness to put maximum effort in their work to reach organizational goals and enhance one's ability to satisfy some individual needs. As the motive is within the individual, it is necessary to study needs and emotions in order to motivate him to work. If we can identify what motivates a person to behave, we can understand the person.

Motivation may be regarded as something which compels and energises an individual to act or behave in a particular manner at a particular time for attaining some specific goals. Motivation is the driving force that inspires people to put their efforts willingly for the achievement of organizations objectives. It is a psychological phenomenon which energizes, activates and stimulates the internal feeling of the employees to accomplish desired goals. Arousal of such a feeling in the mind of an individual drives him automatically to attain the expected goals of an organisation. It can't be forced; you can buy a man's time, his physical efforts but not his enthusiasm, initiatives or loyalty. There is a saying "you can lead a horse to water but you can't make him drink". Motivation is a personal and natural feeling of the mind of a person. It inspires and boosts a person to make his efforts to satisfy the needs of his life. It develops the mental power of an individual and motivates him to do more and better and to use his ability and efficiency to the best possible extent which increases his efficiency.

Monetary incentives and non-monetary incentives are two types of incentives that have a positive impact upon the employees. Monetary incentives which include, wage or salary, bonus, overtime, monetary rewards, interest on investments have a direct bearing on the employees as these help them to satisfy their basic needs. Non-monetary incentives including an urge for respect, ego, gratification, promotion, rewards, honour, leave, delegation of authority, etc. work equally well for boosting their morale towards their work.

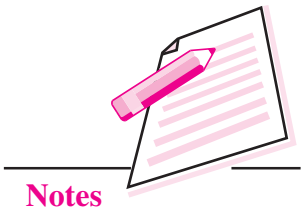
In short, motivation is referred to as a process of inducing people to act towards the achievement of the desired goals. It is mostly concerned with inspiring the people to act to satisfy their needs because it is human needs that give rise to motivation. An 'unsatisfied need' motivates a person to work hard and fulfil the task. Motivation changes the negative attitude of an employee to a positive one. It reduces labour turn -over, absenteeism and other methods of remaining away from the work.

15.3.2 Theories for Motivation

The root of all motivation seems to be needs of an individual which orient and energise the person to engage in behaviour that will satisfy his needs. Attempts to explain this view of behaviour have given rise to various theories of motivation. Here we shall take a cursory look at the bare outlines of some of the important theories of motivation.

Maslow's Hierarchy of Needs

This theory was developed by a well known psychologist A.H. Maslow and got popularized during the early 1960s. He classified all human needs into five categories and arranged them in a hierarchy: i) Basic or physiological needs, ii) Safety and security needs, iii) Love or belongingness needs, iv) Esteem needs, and v) Self-actualisation needs. Maslow classified these five needs into two broad categories as higher order needs and lower order needs. The basic needs such as physiological needs, safety needs and love and belonging needs were classified as lower order needs, where as self esteem, self actualization needs were described as higher order needs. If a person gives much importance to the external factors such as salary, security, company policy, fringe benefits etc. the lower order needs are very dominant in him. On the other hand, if a person assigns challenging assignments, self-esteem, recognition, the higher order needs are very dominant in him. Maslow says that only unsatisfied needs motivate, but they follow a sequential hierarchy. Only when the physiological needs of a person are reasonably satisfied will the person be motivated by the next set of (safety) needs. When the physiological and safety needs are reasonably satisfied, the person will feel the urge of love, esteem, and self- actualisation needs in that order—after each preceding need has been, and continues to be,



reasonably satisfied. This is true that human beings satisfy their needs in the order as described by Maslow, but the importance of needs varies from person to person and time to time according to the circumstances.

Figure 15.1: Maslow's Hierarchy of Needs

Maslow's theory of motivation has probably received more attention from managers than any other theory of motivation, since it classifies human needs in a logical and convenient way—one that has important implications for managers. As a manager if you want to motivate an employee, first try to understand what level that person is on in the hierarchy and focus on satisfying those needs at or just above the level. Maslow's Hierarchy of Needs theory can be applied to motivate people at all levels in the organization. Managers who understand the need patterns of their staff can help the employees to engage in all kinds of work activities and provide the types of work environment that will satisfy their needs at work. Thus, despite its drawbacks, Maslow's theory offers managers a good technique of understanding the motives or needs of individuals and how to motivate organizational members.

Herzberg Two-Factor Theory of Motivation

Herzberg's two-factor theory of motivation suggests that there are two sets of factors which either lead to job satisfaction or dissatisfaction. They are motivating factors and hygiene factors. The presence of motivating factors always ensures job satisfaction and happiness among the employees which can result in good job performance. These motivating factors include achievement, recognition, responsibility, advancement, personal growth and development and the work itself. These are related to the content of the job and are called satisfiers. The other set, which leads to dissatisfaction, is the hygiene factors such as salary, job security, company policy, supervision, status, security, interpersonal supervision, fringe benefits and working conditions. These factors are related to the context of the job and are called dissatisfiers. An improvement in the hygiene factors would only minimize dissatisfaction but not increase satisfaction and motivation.

Ideal Situation where employees are highly motivated and have few complaints:
High Hygiene
High Motivation
Ideal Situation

Figure 15.2: Two-Factor Theory

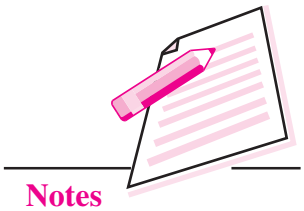
According to Herzberg, the factors that led to job satisfaction were separate and distinct from those that led to job dissatisfaction. The intrinsic factors are related to job satisfaction and motivation, whereas extrinsic factors are associated with job dissatisfaction. In order to motivate employees, the managers must ensure to provide the hygiene factors and then follow the motivating factors. As managers you need to remember that if you want to motivate people on their jobs, you should give much importance to the job content factors. You should utilize the skills, abilities, and talents of the people at work through effective job designing. In other words, the work given to employees should be challenging and exciting and offer them a sense of achievement, recognition, and growth. Unless these characteristics are present in the job, employees will not be motivated.

McGregor's Theory X and Theory Y

In general, people tend to have either positive or negative assumptions about human nature. Based on these assumptions, McGregor proposed two sets of theories as Theory X (negative assumptions) and Theory Y (positive assumptions). Theory X represents the traditional approach to managing and is characterized by the following basic assumption about human beings:

- The average human being has an inherent dislike of work and will avoid it if they can.
- Most people must be coerced, controlled, directed, and threatened with punishment to get them to put forth adequate effort towards the achievement of organizational objectives.
- The average human being prefers to be directed, wishes to avoid responsibility, has relatively little ambition, and wants security above all.
- Such control can be achieved by the appropriate use of rewards and punishment.

Theory X usually operates in traditional and highly centralized organizations. The implication for a manager working in an organization with Theory X assumption is that the group will be strictly controlled and supervised; decisions



will be made largely by the manager and communicated in a formal situation and the members of the group will rarely be involved in determining their own tasks.

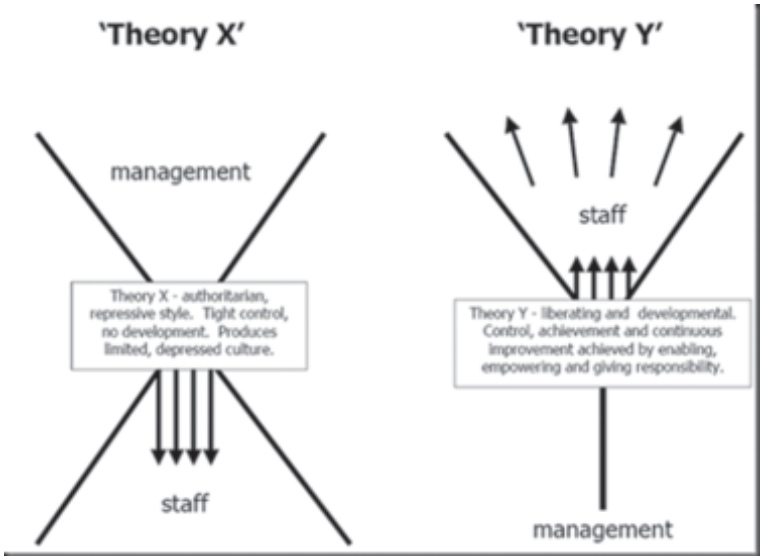

'Theory X'
'Theory Y'
management
Theory X - authoritarian, repressive style. Tight control, no development. Produces limited, depressed culture.
staff
staff
Theory Y - liberating and developmental. Control, achievement and continuous improvement achieved by enabling, empowering and giving responsibility.
management

Figure 15.3: McGregor's Theory X and Theory Y

Theory Y, on the other hand, is more people oriented. It is based on the following assumptions:

- The expenditure of physical and mental effort is as natural as play or rest.
- People exercise self-direction and self-control in the services of objectives to which they are committed.
- Commitment to objectives is a function of rewards associated with their achievement.
- The average human beings learn, under proper condition, not only to accept but to seek responsibility.
- The capacity to exercise a relatively high degree of imagination, ingenuity, and creativity in the solution of organizational problems is widely distributed in the population.
- Under the conditions of modern industrial life, the intellectual potentialities of the average human being are only partially utilized.

Managers operating under Theory Y assumptions more likely consult the group, encourage members to contribute to decision making and work without strict supervision. Theory Y helps managers in delegating authority for decision making, enlarging and enriching jobs of workers by making them less repetitive, increasing the variety of activities and responsibilities and improving the free flow of communication within the organization.

Alderfer's ERG Theory

Clayton Alderfer proposed a modified version of Maslow's need hierarchy and re-classified human needs into existence or survival needs, relatedness or social needs, and personal growth needs. A brief description of these needs is as under:

Existence needs are various forms of physiological and material desires, such as hunger, thirst and shelter. In organizational settings, the need for pay, benefits, and physical working conditions are also included in this category which is comparable to Maslow's physiological and certain safety needs.

Relatedness needs include interpersonal relationships with others in the workplace and depend on the process of sharing and mutuality of feelings between others to attain satisfaction. These are similar to Maslow's safety, social and certain ego-esteem needs.

Growth needs involve a person's efforts toward creative or personal growth on the job. Satisfaction of growth needs results from an individual engaging in tasks that require the person's full use of his or her capabilities, and the development of new capabilities. Growth needs are comparable to Maslow's self-actualization and some ego esteem needs.

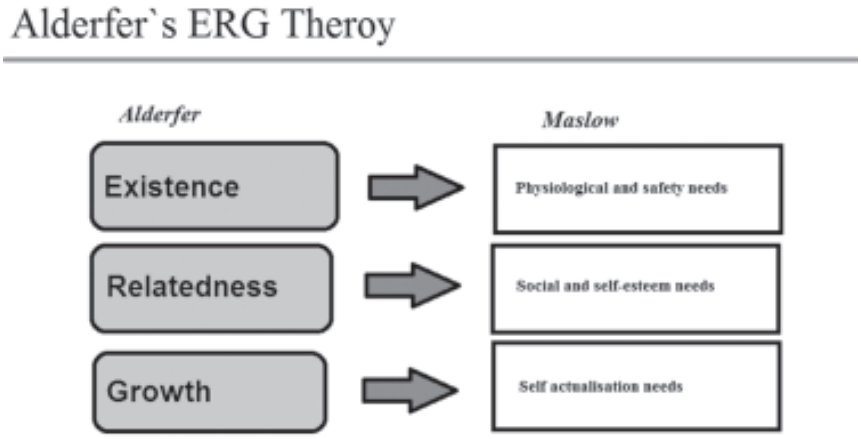
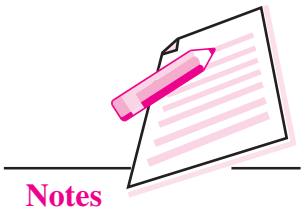


Figure 15.4: Alderfer's ERG Theory

ERG theory is based upon three major propositions:

1. The lesser each level of need has been satisfied, the more it will be desired (need satisfaction).
2. Greater the lower level needs have been satisfied, the greater the desire for higher level needs (i.e., desire strength).
3. Lesser the higher level need have been satisfied, the more the lower level needs will be desired (i.e., need frustration).



According to Alderfe, the rank of these categories is neither universal nor predictable; it differs from person to person as a function of culture, education, family background, age, etc. Neither the sequence nor the salience of these needs can, therefore, be generalised to all individuals.

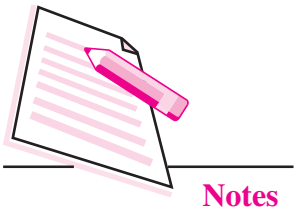
McClelland's Theory

David McClelland contends that the motive profile of a person can change, both as a function of one's life course as well as formal training. He proposed three types of needs common in work life: Need for Achievement, Need for Power and Need for Affiliation. Udai Pareek, an Indian psychologist, who worked with McClelland, added the need for extension to the list.

Figure 15.5: McClelland's Theory

Need for Achievement refers to the drive to excel, to achieve in relation to a set of standards and to strive to succeed. People with a high need for achievement have a desire to do something better or more efficiently than it has been done before. They prefer jobs that offer personal responsibility for finding solutions to problems, in which they can, received rapid and unambiguous feedback on their performance in order to tell whether they are improving or not and in which they can set moderately challenging goals.

Need for Power refers to the need to make others behave in a way that they would not have behaved otherwise. Individuals high in Need for Power enjoy being 'in-charge', strive for influence over others, and prefer to be in competitive and status oriented situations. Individuals high in personal power like to inspire subordinates and expect the latter to respect and obey them. Managers, who are high in institutional power, tend to exert authority and influence so as to achieve the goals of the organization rather than to gain any personal ego



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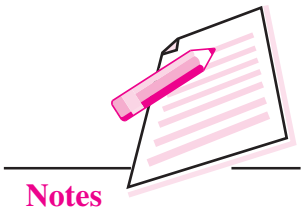
satisfaction. Persons with high need for power would naturally be turned on by holding positions of authority and influence in the organization.

Need for Affiliation refers to the desire for friendly and close interpersonal relationships. Individuals high in Need for Affiliation like to interact with colleagues in the organization. They have a strong desire for approval and reassurance from others. They are willing to conform to the norms of groups to which they belong. They are usually gregarious by nature and like to work with others in a friendly atmosphere. People high in need for affiliation are said to perform better in their jobs when they are given supportive feedback. Thus, friendly managers and supervisors can influence individuals high in Need for Affiliation and motivate them to work harder.

Equity Theory

Adam's equity theory of motivation is based on the assumption that every one tends to compare the ratio of their input and out come with that of the other person. The comparison process is highly inevitable and the compared person is always in the same group, class, age, category etc. Employees might compare themselves with other friends, neighbours, co-workers, colleagues in other organizations. There are many factors which moderate the selection of reference person such as age, sex, education, tenure, nature of job etc. For example, a hotel manager will always compare himself with other fellow hotel managers. If a person feels that his ratio of input-outcome is more or less equal to that of his comparison person's ratio, a state of equity exists and he perceives the situation as just and fair. Otherwise, he will experience inequity which will lead to tension and stress. The person feels a negative inequity, when he has been rewarded less for his efforts than the other. The person, on the other hand, experiences a positive inequity, when he finds himself rewarded more than the other for a similar degree of effort.

Equity theory sensitizes managers to the fact that individuals often make equity comparisons and that sometimes the rewards given by managers may have consequences which might be reflected in the subordinates' behaviours. This is especially true when visible rewards such as promotions, pay increases and bonuses are given to employees. Managers must anticipate when the employees experience inequities and try to adjust the behavior by communicating and explaining the performance appraisal process to their employees. As managers you should consider openly sharing information on how allocation decisions are made, following consistent and unbiased procedures and engaging in similar practices to increase the perception of procedural justice. By increasing the perception of procedural fairness, the employees are likely to view their bosses and the organization as positive even if they are dissatisfied with pay, promotions and other outcomes.



Vroom's Expectancy Theory

Victor H Vroom presents a theory, which appears more comprehensive than other theories and is applicable to employees at work as well as humans in general. The theory states that motivation to behave or perform depends on three variables: Expectancy, Instrumentality, and Valence. *Expectancy* refers to the linkage between effort and performance; it represents the strength of one's belief that such-and-such effort will result in such-and-such performance outcome. *Instrumentality* refers to the linkage between performance and reward; that is, the strength of one's belief that certain kind and level of performance will lead to a particular reward. *Valence* refers to the attractiveness or utility of the reward to the individual.

The Expectancy theory states that individuals will evaluate various strategies of behavior and then choose a particular strategy that they believe will lead to those work related rewards that they value. It argues that a person will be motivated to perform, if he believes that his effort will result in the desired performance, which will get him a reward that is important to him. If the individual workers believe that working hard each day will lead to a pay increase, expectancy theory would predict that this will be the behavior he will choose. If the employees feel that the rewards are not so attractive to fulfil their goals, they may not put much effort in their work. For example, an employee works hard in the hope of getting a promotion but gets a pay rise instead which he is not interested in will make him de-motivated. It is desirable to assess what attracts employees in their work. The key to expectancy theory is thus the understanding of an individual's goals and the linkage between effort and performance, between performance and rewards and finally, between rewards and individual goal satisfaction.

Porter and Lawler Model

Porter and Lawler proposed a comprehensive model of motivation encompassing the moderating effects of abilities and traits and role perception and accelerating roles of perceived equitable rewards and perceived effort-reward probability. This model highlights two important factors which facilitate or influence to put more effort in work. They are the valence and perceived Effort-Reward probability. Porter and Lawler's model is of great significance to managers since it sensitizes them to focus attention on the following to keep their employees motivated.

- Assigning right type of jobs to right types of person, ensuring perfect match between person and job.
- Providing clear job descriptions and highlighting what a person is expected of a person in his work.

- Assigning the proper performance levels such as quantity, waste control, number of customer attended etc.
- Ensuring that the rewards given to their employees are very attractive.

If high levels of motivation are to be induced, managers should ensure that the employees perceive a direct link between performance and desired rewards. If significant changes in performance levels are desired, the rewards given must also be significant and valued enough by the employees to change their effort levels. The Porter and Lawler model is useful in understanding the dynamics of motivation at the work place.

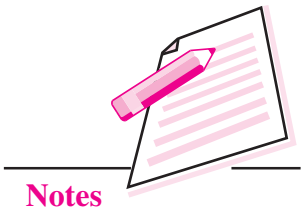
INTEXT QUESTIONS 15.3

1. What motivates a worker to work?
2. List the main theories of Motivation
3. Outline the major assumptions of Theory Y?
4. How does McClelland classify needs?
5. What is the modification proposed by Clayton Alderfer to Maslow's need hierarchy.

15.4 LEADERSHIP THEORIES AND STYLES

15.4.1 Concept of Leadership

In giving the input on leadership styles and theories to you, we presume your main aim is to understand and improve your style of functioning as a leader in tourism operations. To start with, you must have a clear idea as to what is meant by leadership. Leadership is defined as the process of influencing others to get the job done more effectively over a sustained period of time. Leadership involves influence and it is concerned with the way the leader affects his or her followers. Understanding of leadership is always in the context of the level of the followers and their relationship with the leaders. It is a function of the leader, the followers and the situation. Both leaders and followers are involved together in the leadership process. The leaders take initiatives and link themselves with stakeholders. Hence, leadership is a process as well as a trait. Scholars who deal with leadership from the perspective of traits argue that certain individuals have certain special, unique, innate, inborn qualities that make them true leaders. These qualities differentiate them from other ordinary persons or individuals. Leadership defined by process suggests that leadership is a phenomenon that exists in context and makes leadership available to everyone and it is to be



learned. It is a process of influencing the behaviour of the people to voluntarily act for attainment of organisational objectives. It deals with maintaining of personal relations with followers and motivates them to contribute towards the achievement of the organisational objectives.

Leaders are highly motivated persons who strive for higher objectives of their followers and set high standards of performance for themselves. They are very eager, energetic and challenged by the unsolved problems surrounding them and they eagerly assemble their resources to overcome all the barriers that block the achievement of their goals. Most successful leaders perform tasks and act in such a way that provides their followers with satisfaction and fulfilment, performing the work required and reaching the goal. For leadership, power is a key element and central concept which has got its capability to influence others. Some handle powers because they are being positioned whereas others influence their group members because of the personal traits and characteristics.

There are many tourism organisations in our mind, when we talk of leadership. In every situation where you are trying to influence the behaviour of another individual or group, leadership is operating. For example, marketing managers in tourism sector influence their sales personnel to influence to meet the targeted sales volume. Thus each one of us tries leadership at one point of time or the other, whether our activities are centered around a business, educational institution, political organisation, tourism organisation or a family. As part of this process, one who attempts to influence the behaviour of others becomes a potential leader and the persons he is, attempting to influence are the potential followers. This may happen irrespective of the fact that the leader may be their boss or a colleague or a subordinate or a friend or a relative. In other words through a style of functioning the leader influences attitudes and expectations, which in turn encourage or discourage the follower's activity or achievement, enhance or diminish the follower's commitment to Work, etc.

In our day-to-day life, we come across instances of how people are influenced by the activities or words of a person who is trying to lead them. In our mind, we make a difference between a good leader and a bad one, by judging his style or way of functioning and his influence on others. Hence, in understanding the phenomenon of leadership, we must first understand the various styles of the leaders and theories through which leadership has been studied.

Theories of Leadership

There are three categories of leadership theories which highlight the key determinants of leadership effectiveness: Trait Theories, Behavioural Theories and Situational Theories.

Trait Theories

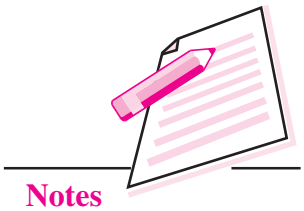
Trait theories highlight that there exists a finite set of individual traits or characteristics that distinguish successful from unsuccessful leaders. One of the main Trait Theories developed by Kelly (1974) relies on the research that relates to various traits that lead to the success of a leader. Some of the significant characteristics of leaders are categorized as follows:

- Physical Characteristics – age, appearance, height, weight
- Background Characteristics – education, social status, mobility, experience
- Intelligence – ability, judgment, knowledge, decisiveness, fluency of speech
- Personality – aggressiveness, alertness, dominance, enthusiasm, independence, creativity, integrity, self-confidence
- Task-related Characteristics – achievement drive, drive for responsibility, initiative, persistence, enterprise, task orientation
- Social Characteristics – administrative ability, attractiveness, cooperativeness, popularity, prestige, sociability, interpersonal skill, tack and diplomacy.

The list of important leadership traits is endless and grows with each passing year. It has not yet been shown that a finite set of traits can distinguish successful from unsuccessful leaders. For example, successful hoteliers are usually inquisitive, independent, perspective, and experts within their field. Successful sales managers are usually high-need achievers, enthusiastic and project a professional stature. What may be important traits for one occupation may not be important for other roles in the same organization. Uniformity of traits across all levels is thus questioned. Therefore, you need to be cautious in stating; personality or any other characteristic as a cause of successful leadership. You must ask the questions: Who is a successful leader? Is he far superior physically? Is he far brighter? Is he more mature as a person? Is he more motivated to achieve his goal? Does he have more consideration for his followers? Some of the traits may describe a successful leader but predicting successful leaders on the basis of traits alone is not a correct approach. You may observe one or all the above traits as important in a successful leader whereas your friend may feel that an enthusiastic, aggressive and authoritarian person is a, good leader. Further trait identifies who the leader is, not the behavioural patterns they will exhibit in attempting to influence subordinate actions. To be more objective, traits of the person as well as demand of the situation together determine the effectiveness of the leader.

Behavioural Theories

These theories identified behaviours that differentiated effective leaders' from ineffective leaders. Based on these people could be trained to be leaders.



Behavioural theories highlight that the most important aspect of leadership is not the traits of the leader, but what the leader does in various situations. Unlike trait theories, the behavioural approach focused on leader effectiveness, not the emergence of an individual as a leader.

Two major research studies directed toward investigating the behavioural approaches to leadership are i) *Ohio State University Studies*, and ii) *University of Michigan Studies*. These studies have been elaborated below. Their findings indicated that a mixture of initiating-structure and consideration leader behavior, which have achieved the highest effectiveness, depends largely on situational factors.

According to *Managerial Grid theory*, the five basic approaches to leadership identified by Black and Mouton are based on the two dimensions of concern of people and concern for production that are associated with leaders. A managerial grid is formed based on these two dimensions which are rated on a 9 point scale. According to this theory leaders are most effective when they achieve a high and balanced concern for people and for tasks. Each leader can be rated somewhere along each of the axes from 1 to 9 depending on his orientation. If manager is securing the lowest score on these two dimensions I,I is identified as impoverished style of managers who are low on both their concern of people and production, 1,9 or country club style is designated to those managers who are having high concern for people but low concern for production. The 5, 5 or the middle-of-the road style concerns the moderate levels of concern for both people and production. The 9,1 or task management style is one where there is a high concern for production but very little concern for people and finally, 9,9 or team management style is one where the manager has high concern for both people and production. According to Black and Mouton the one best style for all mangers is the 9, 9 or team management style.

Situational Theories

Situational approaches to leadership take the position that there is no one best way to lead in all the situations. Effective leadership style will vary from situations to situation, depending on several situational factors such as the characteristics of the leaders and the followers, the nature of task being done, the structure of the group and other situational factors.

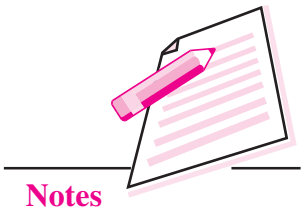
Among various theories of leadership which outline the importance of situational factors, *Fiedler's contingency model* (1967) is the most prominent one. Fiedler developed a model to predict group work effectiveness by taking into consideration the best fit between the leadership style and the degree of favourableness of the situation. He states that a leader may become effective if the situation is favourable in three ways: good leader-member relations showing acceptance of

the leader by the group; details of the task spelled out to the leader's position; and a great deal of authority and power is formally attributed to the leader's position. With these three favourable situations and his style of functioning, a leader will be effective. The major findings of Fielder are that the task-oriented leaders perform better than relationship oriented leaders in both extreme situations that are very favourable and those that are unfavourable. Relationship oriented leaders tend to perform better than task oriented leaders in situations that are intermediate in favourableness. These findings suggest that each of the leadership style can be effective in certain situation and that the organization can change the effectiveness of the group's performance by changing the favourableness of the situations or by changing the leader's preferred style through education and training.

Path-Goal Theory propounded by House and Evan states that the leader smoothes out the path towards goals and provides rewards for achieving them. The principle function of the leader here is facilitating to increase valence perception of their subordinates and clarify and increase expectancy probabilities of them. This will in turn make them to put greater amount of effort and derive higher level of satisfaction and performance in their work. As a leader, you should understand the needs of the people and their desire to work or behave in a way that accomplishes goals that satisfy those needs. If you know the need of the person and his desire to work and he is able to accomplish the work, you can reward him to make him feel satisfied. In essence, you are clarifying the path to personal rewards that result from attaining the work goals, making the member clear about what the job requires and offering the reward to the member of the group who actually accomplishes the task. Your reward may be praise or increase in the pay or promotion of the member to a higher position.

Social Learning Theory developed by Bandura (1977) states that there is a continuous reciprocal interaction between person, environment and behaviour. Person and environment function in conjunction with the behavior itself and reciprocally interact to determine behavior. A person, through his actions, produces the environmental conditions that affect his behavior in a reciprocal fashion. The experience generated by behavior also partly determines what a person becomes and can do and in turn affects his subsequent behavior. The leader and the subordinates jointly attempt to discover ways in which they can manage their individual behaviour to produce mutually satisfying and organizationally productive outcomes. In this approach, the leader and the subordinates have a negotiable and interactive relationship. They are continuously aware of how they can modify or influence each other's behaviour by giving the rewards or holding back the performance respectively.

Tannenbaum and Schmidt reported that the use of authority by the manager (boss centered leadership) or the area of freedom given to subordinates



(subordinate centered leadership) is a function of forces in the managers(value system, confidence in subordinates, leadership predispositions and feelings of security and insecurity),forces in the subordinates (their needs for independence or dependence, readiness to assume responsibility, tolerance for ambiguity, abilities, knowledge and experience and inclination to participate in decision making) and forces in the situation (type of organization, group effectiveness, time pressures and the nature of the problem itself)

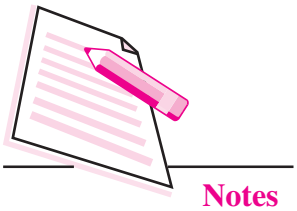
Hersey and Blanchard model reported that if the employees are highly matured psychologically and possess job competency, the enforcing delegating style will be more effective. Similarly if the employees are not adequately possessing job competency and are very low in psychological maturity, the enforcing directing style will be more effective.

15.4.2 Leadership Styles

The word style is the typical way in which the leader influences followers. Successful leaders are distinguished from unsuccessful leaders by their particular style of leadership. Leadership style is too complex to be viewed as uni-dimensional. Further, a universally accepted best style was inappropriate to the complexities of modern organizations. Managers often use more than one style depending on the issues involved and the circumstances surrounding it. Various studies reflecting different styles of functioning of a leader highlight how the leader simultaneously pays attention to the task to be accomplished by the group and needs and expectations of the group and its individual members. Exactly how the leader goes about attending to these two functions is a matter of his leadership style. Many theories have been suggested by the researchers regarding which leadership style is most effective. Let us have a look at the various studies that will help us to understand the leadership styles.

Hawthorne Studies

Hawthorne Studies, conducted at GE at Illinois, USA, revealed that less light, shorter and fewer rest periods and shorter lunch breaks resulted in increased productivity. Once all these changes were eliminated and the normal working conditions were resumed, it was seen that the workers' productivity and the feeling of being together went up. The increase in productivity was attributed to the attitude of workers towards each other and their feeling of togetherness. Further the attention paid to the workers by the leaders made them feel important which resulted in improvement in their work performance. These findings conclude that a leader has to consider the human element and workers' social needs of being together and being recognized for the work, interaction of the group members with each other and their well-being. A good leader needs to



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keep the above aspects in his style of working with people and supervising their work.

Iowa Studies

The studies, under the direction of Lewin, on several groups tried to see how different styles of leadership could change the satisfaction, frustration-aggression levels of the individuals. They threw light on how different styles of leadership can produce different complex reactions from the same or similar groups. The following three styles of leadership were identified by these studies:

1. **Autocratic Style:** A leader who tended to centralize authority, dictate work methods, make unilateral decision and limit employee participation
2. **Democratic Style:** A leader who tended to involve employees in decision making, to delegate authority, to encourage participation in deciding work methods and goals, and to use feedback as an opportunity for coaching employees
3. **Laissez-faire style:** A leader who generally gave the group complete freedom to make decision and complete the work in whatever way it saw fit.

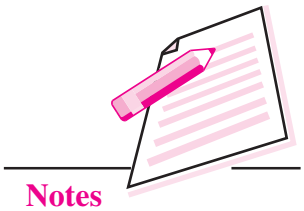
Michigan Studies

At University of Michigan Rensis Likert found that leaders generally follow four different styles:

1. **Exploitative Authoritative:** The manager believes in very authoritarian manner and practically exploits the subordinates
2. **Benevolent Authoritative:** Behaving as benevolent autocratic, the leader maintains strict control over the subordinates though in a paternalistic manner.
3. **Consultative:** The leader consults the subordinates but still maintains the right to make the final decision.
4. **Participative:** The manager uses a democratic style and makes decision by consensus and majority vote. Likert feels that the best way for all organizations to manage employees is to move towards participative system.

Michigan Studies developed two distinct styles of leadership:

1. **Job-centered leadership style**, which focused on the use of close supervision, legitimate and coercive power, meeting schedules and evaluating work performance.
2. **Employee-centered style**, which is people oriented and emphasis delegation of responsibility and a concern for employee welfare, needs, advancement and personal growth.



Job orientation is the emphasis the leader place on getting the job done by such actions as assigning and organizing the work, making decision, and evaluating performance. He looks at subordinates or employees as tools to accomplish the goals of the organisation. Work, working condition and work methods are tried to be understood better in his style of the leadership orientation. Employee orientation is the openness and friendless exhibited by the leader and his concern for the needs of subordinates. Research results revealed that employee-oriented leaders were associated with high group productivity and higher job satisfaction. Leaders who exhibited high level of consideration and high level of task orientation achieved high subordinate performance and satisfaction.

Ohio State Studies

Stogdill along with his colleagues at Ohio State University studied leader behaviour in numerous types of groups and situations. Their findings indicated that a mixture of initiating-structure and consideration leader behavior, which have achieved the highest effectiveness, depends largely on situational factors. Ohio State Studies identified two independent leadership dimensions:

1. **Initiating Structure** concerns the degree to which the leader organized and defined the task, assigned the work to be done, established communication networks and evaluated work-group performance. It reflects the extent to which individuals are likely to define and structure their roles and those of their subordinates towards goal attainment. It is the behaviour of the leader which deals with the relationship between him and the work-group and tries to establish well-defined patterns of organization, channels of communication and method of procedure.
2. **Consideration** involves friendship, mutual trust, respect, concern for the welfare of the employee and warmth in the relationship between the leader and his group members. It refers to an emphasis on an employee orientation leadership style. It reflects the extent to which individuals are likely to have job relationship characterized by mutual respect for subordinates, ideas and consideration of subordinates, feelings.

ACTIVITY 15.3

Read the following statements /examples and mark for yourself, the ones that are applicable to you as a leader of the group.

		Mostly	Sometimes	Never
1	Asking the members to set the pace of their work	( )	( )	( )

2	Settling conflicts of the group	( )	( )	( )
3	Tolerating delay and uncertainty at work	( )	( )	( )
4	Talking to the group in the presence of Outsiders	( )	( )	( )
5	Working hard for promotion	( )	( )	( )
6	Assigning members with specific tasks	( )	( )	( )
7	Deciding how a thing should be done	( )	( )	( )
8	Allowing members to work the way they think is best	( )	( )	( )
9	Urging work group to compete with others	( )	( )	( )
10	Refusing to explain the action taken by you	( )	( )	( )

ACTIVITY 15.4

Interview people in tourism field asking them to describe situations where someone's attempt to influence them was successful or unsuccessful.

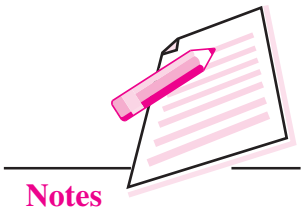
INTEXT QUESTIONS 15.4

1. What are the common characteristics of leadership?
2. Enlist the main qualities of a successful leader in an organization.
3. Name main leadership theories.
4. Why should a tourism professional study leadership styles?

15.5 INDIVIDUAL AND GROUP BEHAVIOUR

Introduction

Organization is practically an association of group of individuals, who work together to achieve a common goal. The organisation maximises efforts and contributions of individuals who join it to earn their living and satisfy the basic needs of their life. Since human behaviour decides these efforts and contributions, therefore, it is essential for the organizations to understand the behaviour of these individuals. Behaviour reflects the actions of a person in various work situations. Behaviour is what a person does. It is the observable and measurable



activity of human beings. The human behaviour can be understood easily if causes behind the behaviour are analyzed and can be controlled by manipulating these causes. A person's behaviour is caused by several internal and external factors. He gets affected by others' behaviour and in turn his behaviour also affects others. All this suggests that human beings are not self contained entities but are affected by large systems – groups, individuals, family and society as a whole.

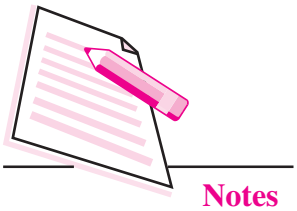
15.5.1 Individual Behavior

As human behavior is complex and every individual is different from another, the challenge of an effective organization is in successfully matching the task, the manager and the subordinate. Under ideal situation, a manager would first analyze the task, then determine the required skills and assemble a team that complement each other's skills; thereby creating an enriching and conflict free team. In reality, a manager has to use the existing resources for a given task, and must have the ability to understand the differences in individual behaviours and use them appropriately to increase the synergy.

Most of the research emphasizes the importance of individual behavior and how managers should use this knowledge for better task- to-employee matching, what they ignore is the importance of organization as a system. In the organizational social system, the relationship between manager and the employees is not unidirectional but bidirectional. While the manager tries to assess the behavior of the subordinate, the subordinate also makes a continuous effort to evaluate the manager's perspective and adapt to it. If this bi-directional process is successful, it would create a behavioural congruence between manager and subordinate and would be a positive outcome. Otherwise it would lead to dissatisfaction and frustration for both of them and would eventually lead to end of their relationship. The subordinate will have a perception of his own job and non-work responsibilities and an expectation of how his manager would perceive the same. He will also have a selective and biased perception of his manager's job and that would in turn influence his expectations and behavior.

Factors Influencing Individual Behavior

1. **Abilities:** An individual's self awareness of his own mental and physical abilities determines how he feels about the task, while the manager's perception of his abilities determines the kind of task he assigns to the individual.
2. **Gender:** Although, research concludes that men and women are equal in their mental abilities and job performance, society does emphasize differences. There is also a difference in self perception of one's abilities, personal values and social behavior.



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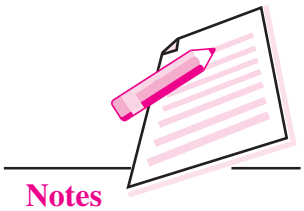
3. **Race:** Stereotyping and attributing behavior based on race and culture are common mistakes that influence individual behavior. It is important for both management and the staff of diverse workforce to learn about different cultures, their values, common artefacts and communication protocols. This would subdue behaviours that might be perceived as insensitive and offensive.
4. **Perception:** Most real life problems are multidimensional and the rational approach is often entwined with the gut feeling, resulting in individual perception. Both managers and subordinates must recognize that perceptual differences exist and often are the reason for mutual dissatisfaction.
5. **Stereotyping:** Age, race and sex are the three most common basis of stereotyping; not only they are unethical but can cost missing resources. In general, stereotyping leads to decisions that are based on inaccurate data that can result in unfair performance evaluations, job design or promotion.
6. **Selective Perception:** It is the process of selecting only the information that supports our pre-existing belief system, thereby eliminating the discomforting information. Selective perception acts like a catalyst to stereotyping because people tend to notice things that fit their existing notion and not notice things that don't.
7. **Attribution:** Attribution is the process of observing behavior and then determining its cause based on individual's personality or situation. Attribution based on personality traits like shyness, arrogance, intelligence, etc is due to internal causes and is termed as dispositional attribution. Attribution based on external influences and situations that are outside the control of individual are termed as situational attribution.
8. **Attitude:** An attitude is the abstract learnt response of an individual's entire cognitive process over a period of time. It is experienced as a quick response to a familiar situation without any deep reasoning; it forms the basis of biases and attribution errors.
9. **Personality:** Personality is the relatively stable set of psychological attributes that distinguishes one individual from another. The 'integrated individual behavior model is a framework to understand the process by which the personality develops over a period of time.

15.5.2 Group Behavior

Group is a collection of two or more individuals who are interdependent and interact with one another for the purpose of performing to attain common goals or objective. The principal characteristics presented in this definition – goals, interaction and performance are crucial to the study of behavior in organizations. In order to satisfy certain needs relating to social interactions, employees may



informally (or formally) join together to form various social, civic, or recreational groups within organizations. For a manager in an organization, the behavior and performance of group provide the primary mechanism for the attainment of organization goals. Whether it is a travel agency, a hotel or a museum, an understanding of the nature of groups, group behaviour and interaction within the group is essential to improve organisational performance. For this the manager must be familiar with:

- The process of influencing group behavior
- The climate for maximum interaction and minimal conflict between group members.
- The means for the satisfaction of individual needs, which may be different from individual to individual within each group.

Groups can be either formal or informal. *Formal groups* are those defined by the organization's structure, with designated work assignments establishing tasks. Their primary purpose is facilitating, through member interactions, the attainment of the goals of the organization. An airline flight crew is an example of a formal group. *Informal groups* are alliances that are neither formally structured nor organizationally determined. These groups emerge or randomly get formed due to the formal group members' interaction with each other. Three employees from different departments who regularly eat lunch together is an informal group. *Informal groups* satisfy their members' social needs. The types of interactions among individuals, even though informal, deeply affect their behavior and performance.

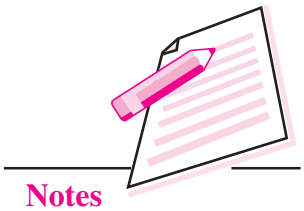
It is also possible to sub-classify groups as command, task, interest, or friendship groups. *Command groups* are dictated by the formal organization. When a number of employees are formally brought together for the purpose of accomplishing a specific task – for a short-term or long term period – such a collection of individuals is called a *task or project group*. These activities create a situation that encourages the members of the task force to communicate, interact and to coordinate activities, if the purpose of the group is to be accomplished. In an *interest group* people affiliate to attain a specific objective with which each is concerned. *Friendship groups* often develop because the individual members have one or more common characteristics such as age, political belief, or interests.

The most popular reasons for joining a group are related to our needs for security, identity, affiliation, power and engaging in common tasks. Inclusion in a group that is viewed as important by others provides recognition and status to its members.

1. **Self-esteem:** Groups can provide people with feelings of self-worth. In addition to conveying status to those outside the group, membership can also give increased feelings of worth to the group members themselves. The self-esteem is bolstered when members are accepted by a highly valued group.
2. **Affiliation:** People enjoy the regular interaction that comes with group membership. For many people, these on-the-job interactions at work are the primary source for fulfilling their needs for affiliation.
3. **Power:** For individuals who desire to influence others, groups can offer power without a formal position of authority in the organization. As a group leader may be able to obtain compliance without any responsibilities.
4. **Goal Achievement:** There are times when it takes more than one person to accomplish a particular task- there is a need to pool talents, knowledge in order to complete a job. In such instances, management will rely on the use of a formal group.

15.5.3 Stages of Group Development

1. **Forming:** Characterized by a great deal of uncertainty about the group's purpose, structure, and leadership members are trying to determine what types of behavior are acceptable. Stage is complete when members have begun to think of themselves as part of a group.
2. **Storming:** Here members accept the existence of the group, but there is resistance to constraints on individuality. There is conflict over who will control the group. When the storming is complete, there will be a relatively clear hierarchy of leadership within the group.
3. **Norming:** At this stage close relationships develop and the group demonstrates cohesiveness. There is a strong sense of group identity. This stage is complete when the group structure solidifies and the group has assimilated a common set of expectations of what defines correct member behavior.
4. **Performing:** The group at this point is fully functional and accepted. Group energy moves from getting to know to performing. For permanent work groups, performing is the last stage in their development.
5. **Adjourning:** For temporary committees, teams, task forces, and similar groups that have a limited task to perform, there is an adjourning stage. At this stage, the group prepares for its adjournment. Attention is directed toward wrapping up activities.



INTEXT QUESTIONS 15.5

1. John is a senior manager in his company. He has been approached by his company to resolve a conflict situation among two line managers. What form of John's behaviour is more likely to resolve the conflict?

   A. Assertive

   B. Aggressive

   C. Passive

2. What are different types of groups?
3. Which factors affect the Individual Behaviour?
4. List main reasons for joining groups.
5. Name five stages of group development.

WHAT YOU HAVE LEARNT

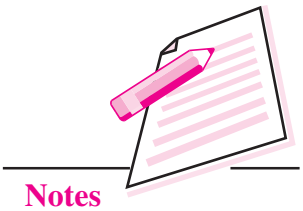
- Management is the process of getting things done through others. Main functions performed by a tourism manager include planning, organising, directing, coordinating, motivating and controlling of human and other resources.
- While the planning function involves the process of defining goals, establishing strategy and integrating and coordinating activities, controlling process involves examining and evaluating the work of subordinates and ensuring that all the activities of an organisation are being carried out as originally planned.
- A manager performs interpersonal roles(figure head role ,personnel leader Role , liaison role); informational roles(monitor, disseminator, spokesman) and decisional roles(entrepreneur, disturbance handler, resources allocator, negotiator) and to be effective exercise various conceptual, technical and interpersonal skills. These skills are inter-related and vary with the level of managerial responsibility.
- A manager provides meaningful direction to the organisation, maintains a firm's efficiency, meets the challenges of competition, creates a team spirit, manages innovations, protects the interests of employees, helps in retaining talent and upgrading skills and maintains proper relations with various segments of society.
- Various monetary and non-monetary incentives motivate the workers. Monetary incentives have a direct bearing on the employees and help them

to satisfy their basic needs. Non-monetary incentives work for boosting their morale towards their work. Maslow's Hierarchy of Needs, Herzberg Two-Factor Theory, McGregor's Theory X and Theory Y, Alderfer's ERG Theory, McClelland's Theory, Equity Theory, Vroom's Expectancy Theory and Porter and Lawler Model have identified various motives of workers and suggested ways to motivate workers by fulfilling these motives.

- Leadership involves influence. It occurs in a group context and involves goal attainment. A leader to be successful in an organisation needs to possess qualities such as integrity, honesty, humility, courage, commitment, sincerity, passion, confidence, positivity, wisdom, determination and compassion.
- Various theories of leadership have identified various styles of and approaches to leadership. Prominent among them are Trait theory, Group and Exchange theory, Social Learning theory, Managerial Grid theory, Contingency Theory, Path-Goal Theory, Theory X and Y and Scientific Management Theory.
- To maximise efforts and contributions of individuals it is essential for the organizations to understand the behaviour of these individuals. The human behaviour can be understood easily if causes behind the behaviour are analyzed and can be controlled by manipulating these causes. Factors which affect individual behavior include abilities, gender, race, perception, stereo-typing, selective perception, attribution, attitude and personality.
- In the organizational social system the manager tries to assess the behavior of the subordinate and the subordinate also makes a continuous effort to evaluate the manager's perspective and adapt to it. Otherwise the situation would lead to dissatisfaction and frustration for both of them.
- In the organisations the groups that are formed are either formal or informal. Groups are also sub-classified as command, task, interest, or friendship groups. The individual workers join groups for their need for security, identity, affiliation, power and engaging in common tasks. Group are developed in the organisation following forming, storming, norming, performing and adjourning stages.

TERMINAL EXERCISE

1. Describe major managerial functions with suitable examples.
2. Explain various managerial roles and their relevance in tourism organisations
3. Discuss the types of managerial skills and their importance for enhancing individual and organizational effectiveness.
4. Compare and contrast Maslow's Need Hierarchy with Herzberg's two factor theory of motivation



5. Explain the major contributions of McGregor in motivating employees? Outline the major assumptions of Theory Y and its implications for managers.
6. To what extent are various theories of leadership likely to influence your leadership styles?
7. Explain five stage life cycle model and its implication in developing groups.
8. Describe the trait theories and behavioural theories of leadership with suitable examples from tourism operations
9. Outline Fiedler's contingency model of leadership and its relevance in today business environment.
10. Trace the different types of leadership styles and their significance to tourism operations.
11. Critically review the types of groups and their application in organization.
12. What are reasons for joining groups?

ANSWER TO INTEXT QUESTIONS

15.1

1. Management is getting things done by others. To manage is to forecast and plan, to organise, to command, to co-ordinate and control.
2. Core management functions performed by a tourism manager consisting of planning, organising, directing, staffing, coordinating, motivating and controlling human and physical resources.
3. The planning function involves the process of defining goals, establishing strategy for achieving those goals and integrating and coordinating activities.
4. Controlling is a process of examining and evaluating the work of subordinates and ensuring that all the activities of an organisation are being carried out as originally planned. It involves correcting activities of subordinates to ensure that events conform to plans. It measures performance against goals and plans, identifies whether deviations exit and by putting in motion actions to correct deviation helps ensure accomplishment of plans.

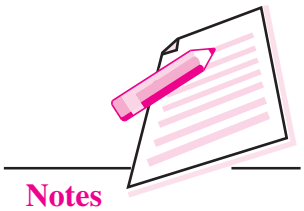
15.2

1. Roles a typical manager performs are grouped into : Interpersonal Roles(figure head role ,personnel leader Role , liaison role); Informational Roles(monitor, disseminator, spokesman); Decisional Roles(entrepreneur, disturbance handler, resources allocator, negotiator)

2. Skills required by managers to perform their duties are grouped as technical skills, human relations skills and conceptual skills. These types of skills are inter-related and their relative importance varies with the level of managerial responsibility.
3. Main tasks performed by a professional manager include providing purposeful direction to the organisation , maintaining firm's efficiency for profit generation , meeting the challenges of increasing competition , creating a team spirit and teamwork, managing for innovation ,protecting the interests and welfare of employees ,retaining talent, upgrading skills , keeping oneself informed and maintaining cordial relations with various segments of society.

15.3

1. Employees are motivated to work by various monetary and non-monetary incentives. Monetary incentive include wage or salary, bonus, overtime, monetary rewards etc have a direct bearing on the employees as these help them to satisfy their basic needs. Non-monetary incentives include an urge for respect, ego, gratification, promotion, rewards, honour, leave, delegation of authority, etc. work equally well for boosting their morale towards their work.
2. Main theories of motivation include Maslow's Hierarchy of Needs, Herzberg Two-Factor Theory, McGregor's Theory X and Theory Y, Alderfer's ERG Theory, McClelland's Theory, Equity Theory, Vroom's Expectancy Theory and Porter and Lawler Model
3. Theory Y is based on the assumption that the expenditure of physical and mental effort is natural, people exercise self-direction and self-control, commitment to objectives is a function of rewards associated with their achievement, average human beings learn, under proper condition, capacity to exercise imagination, ingenuity, and creativity is widely distributed in the population and the intellectual potentialities of the average human being are only partially utilized.
4. McClelland's Theory of motivation proposed three types of needs common in work life: Need for Achievement, Need for Power and Need for Affiliation. Udai Pareek, added the need for extension to the list
5. Clayton Alderfer proposed a modified version of Maslow's need hierarchy and re-classified human needs into existence or survival needs, relatedness or social needs, and personal growth needs



15.4

1. Leadership is a process; involves influence; occurs in a group context; involves goal attainment; is different from management.
2. Qualities such as integrity, honesty, humility, courage, commitment, sincerity, passion, confidence, positivity, wisdom, determination and compassion make a leader successful in an organisation.
3. Various theories of leadership such as Trait theory, Group and Exchange theory, Social Learning theory, Managerial Grid theory, Contingency Theory and Path-Goal Theory, Human Relations Approach, Theory X and Y, Scientific Management Theory etc provide for various leadership styles and approaches.
4. Whatever be your professional level, in tourism services you have to provide leadership. As such you must be aware of various leadership styles so as to use them as per the situational requirements.

15.5

1. A - Assertive behaviour is more likely to resolve a conflict situation than aggressive or passive
2. Groups are either formal or informal. Groups are sub-classified as command, task, interest, or friendship groups.
3. Main factors influencing individual behavior include abilities, gender, race, perception, stereo-typing, selective perception, attribution, attitude and personality.
4. The main reasons for joining a group are related to individuals needs for security, identity, affiliation, power and engaging in common tasks.
5. Five stages of group development as per Product Life Cycle Model are forming, storming, norming, performing and adjourning.

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16

HUMAN RESOURCE MANAGEMENT – I

Tourism is a service industry where mostly service is produced and consumed simultaneously. In the delivery of this service human resource pays an important role. In tourism operation a highly motivated, committed, trained and professional work force and its proper management is required. In this lesson, we have stressed upon the importance of human resources management (HRM) in the tourism sector. Along with certain theoretical issues it attempts to familiarise you with vital operational issues in tourism. As managers or owners of small tourism business, you can apply these issues to your own job requirements. We believe that every tourism manager must be aware of these issues. It starts with introducing you to the significance and functions of HRM, and goes on giving you an idea of planning and acquisition of human resources, and their training and compensation.

As a result, human resource management in tourism emerges as a vital area of concern.

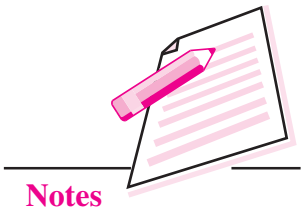
OBJECTIVES

After studying this lesson, you will be able to:

- discuss the concepts and functions of HRM;
- identify the role of HRM in tourism industry;
- explain the process of HR planning and
- describe the methods of recruitment and selection.

16.1 CONCEPT AND FUNCTIONS OF HRM

All the organisations are formed for the attainment of some objectives like earning profit, exploiting certain natural resources, supplying goods and services

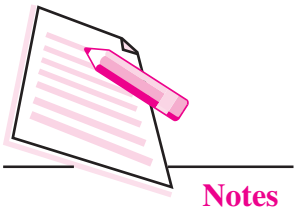


to the public, developing a certain geographical area etc. For the accomplishment of these objectives, organisations use money, machines, materials, resources and above all the human resources. Since every organisation is made up of people, acquiring their services, developing their skills, motivating them to high levels of their performance and effective handling and maintaining them is the essence of the management of an organisation and essential for achieving its organisational objectives. This is true regardless of the type and size of the organisation. Getting and retaining deserving people, at right time, in the right place and at right price is basic to the success of all the organisations, whether profit or non profit, public or private. An examination of the most successful corporations and government agencies reveals that a quality workforce has made the difference between the success and the failure. Effectively managing human resources has a positive impact on a firm's overall survival, growth, profitability, competitiveness and flexibility to changing conditions. Even in an age of high technology, people are still the most important assets to an organisation, whether it is a multinational company (MNC), a federal government agency like CBI or a small auto parts store. This is equally true in case of a tourism organisation as most of the tourism firms are small sized family firms with family members holding top executive positions.

Human Resources Management (HRM) is concerned with the 'people' dimension in management. It involves all the matters in an organisation regarding decision about people. Frequently, the terms like HRM, Personnel Management, Personnel Administration, Labour Management and Manpower Management are used interchangeably. All these terms refer to the class of activities devoted to identifying the organisation's need for people, attracting them, designing their work, training them, motivating them, evaluating their performance, administering their reward and maintaining cordial labour- management relations. These functions exist in every organisation irrespective of the size and type of the organisation and tourism organisations are no exception. Management of human resources is the essence of being a manager who has to get the work done through others as the responsibility of managing the human resources lies with every manager. According to Edwin B. Flippo, "The personnel function is concerned with the procurement, development, compensation, integration, and maintenance of the personnel of an organisation for the purpose of contributing towards the accomplishment of that organisation's major goals or objectives". Therefore, the basic elements in HRM are human resource planning, recruitment and selection, training and development and compensation administration. These components of HRM are discussed in this lesson in detail.

HRM is a unique management function, the main features of which are as under:

- HRM is concerned with employees both in groups as well as individuals, the aim being to get better results with their collaboration and active involvement in the organisational activities.



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- It covers all types and levels of employees including professional and technical workers, managers, tourist guides, tour operators, skill and unskilled workers etc.
- HRM is concerned with developing the potential and capacities of employees for deriving greater satisfaction from their jobs.
- It is inherent in all organisations and covers all functional areas of management because acquiring, developing, maintaining and compensating people is an integral part of every organisational effort.
- HRM is of continuous nature as it requires continuous awareness of human relations in every type of operation.
- It attempts to acquire the willing cooperation of the people for the attainment of the desired goals.

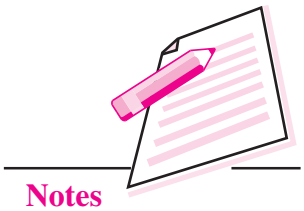
16.1.1 Objectives of HRM

HRM in an organisation aims at:

- Obtaining and utilising human resources effectively for the accomplishment of organisational goals.
- Establishing and maintaining an effective organisational structure, a cooperative climate and a healthy working relationship among the members of an organisation.
- Securing the integration of individual and group goals with those of an organisation.
- Developing the human resources as individuals and groups within an organisation by providing training and retraining facilities, education and career development advancement opportunities.
- Recognising and rewarding individual needs by offering adequate remuneration, social security and welfare facilities.
- Maintaining high morale and better human relations for retaining the talent in an organisation.
- Meeting the social and legal responsibilities of the organisation towards its employees.

16.1.2 Functions of HRM

Since HRM activities are carried out by both the staff Personnel Department and operational department in the course of directing the activities of the workforce, the most commonly agreed upon classification of HRM functions is into two categories: Managerial and Operative. Every manager, whether performing the operative function or not, performs certain basic managerial functions. Each managerial function is given practical shape at the operational level.



16.1.2.1 Managerial Functions of HRM

Planning: Planning involves an estimate of human resource requirements and provision for meeting those contingencies. It involves establishing objectives, setting up programmes, determining policies and procedures and anticipating manpower requirements.

Organising: It involves providing for the division of work among the most capable groups and individuals. It amounts to bringing together the physical and human resources and establishing the responsibility and authority/accountability relationships. Essentially this function sets up the requirements of each job and position in the organisation.

Staffing: Staffing is concerned with obtaining capable people whose personal characteristics match the job requirements of available positions in the organisation. It is specifically concerned with recruiting, selecting, training and developing these individuals.

Figure 16.1 Managerial Functions of HRM

Directing: Directing involves motivating people, maintaining homogenous work groups, stimulating a commitment to work, and providing fair compensation, job security, social satisfaction and recognition for employees and allowance for employee's participation in decisions affecting his job and welfare.

Controlling: Personnel plans and objectives are useless until they are carried out. Their implementation requires a feedback of the results of these plans and objectives to management; correction of anything that goes wrong; and appraisal of and reward for good performance.

16.1.2.2 Operative Functions of HRM

Procurement: This function is mainly concerned with determining the manpower requirements of an organisation, identification of the sources of manpower supply and making them available to it for final selection. After selection, the HRM Department arranges for placement of the selected employees in the specific posts.

Development: Development pertains to the training, retraining and education of the selected employees to enable them to perform their duties effectively, their morale building, effective communication skill, promotion, career development suggestion systems, vocational counselling, and appraising employee performance and potential for further development. This function would continue to grow important because of the change in technology, and complexities of management task.

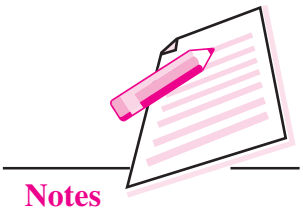
Compensation: Performance of the compensation function involves developing a philosophy of what wages should be, developing theories as to the source of pay roll, determining the company's basic wage policy, relating compensation to an individual jobs, selecting and finalising pay scales for different category of staff, arriving at individual differentials in pay, establishing methods of wage payment and determining the type and extent of fringe benefits.

Integration: With the employees procured, developed and reasonably compensated, HR Manager brings about an integration of human resources with the organisation to develop a healthy work place culture. In the organisations where labour relations are not entrusted to a separate department, all the issues pertaining to the trade unions, negotiations with labour unions, wage negotiation, developing effective work regulations and healthy working relationships, the matters dealing with individuals and collective labour problems that come under the purview of the HR Department.

Maintenance: This function is concerned with the specific issues of high standard of physical condition, grooming standard service adequete, positive attitude, job satisfaction and total service delivery to achieve guest satisfaction. Developing and administering accountability and responsibility, maintaining a favourable attitude towards the employees and their requirements is the basic requirement of HRM in every organisation particularly in a service industry like tourism as a dissatisfied employee will not be able to serve the tourists/guest.

ACTIVITY 16.1

1. Meet the Personnel Manager of any tourism firm and discuss the nature of his work.



2. Suppose you are working in a hotel, evaluate the functioning of your organisation's HR Department.

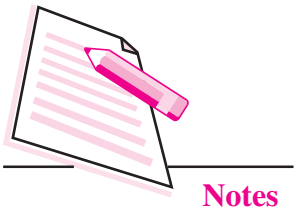
INTEXT QUESTIONS 16.1

1. What do you understand by Human Resource Management?
2. Describe the main characteristics of HRM.
3. Enlist the main objectives of HRM.
4. Enumerate the functions of HRM.

16.2 HRM IN TOURISM INDUSTRY

World over tourism has emerged as a strong economic factor and practically in every country tourism is being promoted to generate jobs, earn foreign exchange and to carry on the development works. Towards this end considerable importance is being attached to the management of human resources in tourism. Human resources are an inseparable constituent of tourism services with a lot of diversity. The tourism industry is a combination of different sectors and each sector has its own specialised requirements in terms of human resources. Even within one sector, there are specialisations and sub-specialisations. For example, in a hotel, different jobs need different types of trained manpower. Each and every segment in tourism needs special attention for training which requires proper planning and development of human resources. Tourism is intermingled with human resource. Tourism is a service industry and no tourist activity is possible without the involvement of human. Tourism is not about visiting a destination only but the services provided by the people such as escorts, guides, travel agents, hoteliers, entertainers etc to a tourist at any destination. Here, the customer is not only buying a service or a product but also experiencing and availing the quality of service which is reflected in the performance of the people involved in the production and delivery of the service. In such service operations, the emphasis is on courtesy and efficiency and timely delivery of service and it is assumed that the service in tourism is all smiles and effective communication coupled with knowledge and information.

A tourist perceives a destination by connecting the services he receives, the local behaviour and the destination attractions. The perception very much depends on the people interacting with the tourists and the services rendered by the human resources right from selecting the destination till finally visiting and departing from the chosen destination. The services would be that of a travel or tour operator, airlines or railways staff, staff of a hotel or a lodging place etc. No tourist can be satisfied without human element in his trip, as for most of the tourist travelling is more about interacting with new people and cultures



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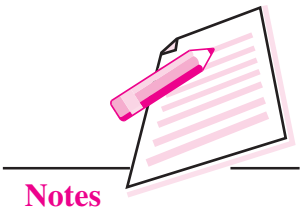
and not just a tourist site for fun. Some tourists might like a destination due to the human element attached to it while others may not like it due to the absence of it. Tourism requires human resources like no other industry as it provides services which cannot be pre-checked before their delivery like goods produced on mass scale. These can only be felt once they have been utilised. In the tourism sector the unpredictability of the human nature always affects both the service provider and the service receiver. The need for HRM in tourism is not to be confined to the skills of the service providers alone but the planners and officials who carry out the plans should be themselves highly trained.

As the growth in tourism industry has surpassed the growth in all economies-developed or developing, every country has taken up HRM in tourism in a big way. Human Resource Management in tourism is taken at both macro and micro levels. At the macro level available educational and training infrastructure and the efforts of Government and private sector are taken into account. On the other hand at the micro level one takes into account how best the individual organisations manage their human resources. In fact, human resource management and customer's care management are inter-related areas in tourism. Some organisations and destinations are known for their hospitability and human service and called service leaders. Research reported in the area has shown that they have achieved this status through effective management of their human resources. The nature, determinants and problem areas of service quality within tourism points clearly to the central role of human resources in attaining levels of excellence at all levels in this respect. Developing service culture in tourism is crucial for the success of tourism. In the tourism industry human resource management is required mainly for the following reasons:

- Practically every country has adopted a national strategy for employment generation in all the sectors including tourism and job opportunities in tourism have been integrated with economic development.
- Tourism has emerged as a tool for economic development and foreign exchange earnings. All the countries and destinations have been using human resource planning and management for influencing the destination choice of the tourists as it is very closely related to the facilities and the level of services available at any destination.
- Human resource planning and development is vital for ensuring the required amount of quality and standards in hospitability which has now become an important product in tourism.
- Emergence of special forms of tourism like adventure tourism, convention tourism, medical tourism, spiritual tourism etc has led to the demand for specialised skills which can be acquired and developed through proper human resource management only.



- Tourists have become too demanding and for the tourism industry to survive in this demanding and competitive environment, a higher degree of improvement in skills, training and performance improvement of its manpower is necessary. This again is possible only through proper human resource planning and development.
- The human resource involved in providing the tourism service, in fact, is a part of the service. The tourists not only observe but also feels the attitude and behaviour of the human resource. Hence, the role and skills of the staff poses a major management challenge.

ACTIVITY 16.2

Interview the following in relation to the HRM tasks they perform and find out whether they apply the HRM concepts and functions in their business operations:

- Manager of a travel agency
- Tourism Development Officer
- Personnel Manager of a hotel

INTEXT QUESTIONS 16.2

1. What is the significance of HRM in tourism?
2. Examine the role of HRM in tourism.

16.3 HUMAN RESOURCE PLANNING

The first step in the process of procurement of personnel to man the organisation is to ensure that the organisation has enough of right kind of people at the right time and place and also to adjust the requirements to the available supply. This forms part of Manpower Planning also referred to as Human Resource Planning. It is the complex task of identifying human resource needs and the actions that need to be taken over time to satisfy these needs. Human resource planning consists of forecasting future human resource needs, forecasting the availability of those human resources, and matching the supply of human resources with their demand. It may be defined a strategy for the acquisition, utilisation, improvement and preservation of the human resources of an enterprise.

The major underlying objective of human resource planning is to ensure that the organisation will always have the right number and type of people, at the right time and at the right places to work required by the organisation. Specifically the main objectives of human resource planning are to:

- ensure the optimum utilisation of the available human resources;
- determine the human resource requirements;
- provide necessary control measures to ensure that necessary human resources are available at right time;
- forecast future skill requirements to serve as a basis of for training and development programmes.

These objectives are relevant to any type of tourism firm though as per its specific requirements the firm may add more to it, like meeting the increasing demand of tourists, providing right service at the right moment or meeting the demand of changing trends and fashions in tourism. The unpredictability of human nature and its need in every spectra of tourism industry makes it necessary to plan well in advance for any expected or unexpected human resource requirement in future. While planning for human resources in tourism sector one has to take into account whether the approach is to be demand or supply driven.

16.3.1 Human Resource Planning Process

The steps involved in the process of human resource planning are illustrated in Figure 16.2 and briefly described below.

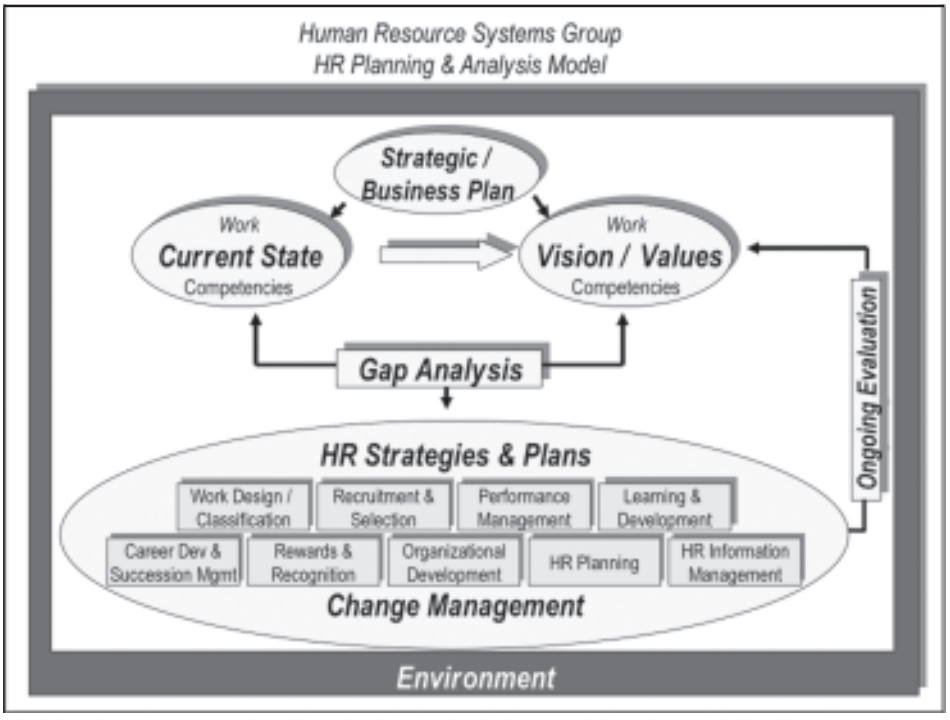
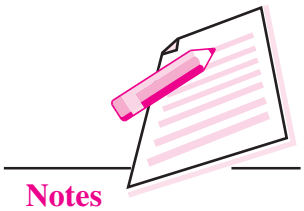


Figure 16.2 Human Resource Planning Model



Assessing current human resources and future business requirements

The process of human resource planning begins with the preparation of a profile of the current status of human resources. This internal analysis includes an inventory of the workers and skills already available within the organisation and a comprehensive job analysis. A human resource inventory report includes a list of names, education, training, prior employment, current position, performance ratings, salary level, languages spoken, capabilities and specialised skills for every employee in the organisation. This inventory acts as a guide for considering new pursuits for the organisation and helps in taking serious personnel decisions such as selecting employees for training and development, promotion and transfers, career progression etc. An executive inventory covering individuals in middle and top management positions also adds a new dimension to the human resource planning activity by highlighting those positions that may become vacant in future due to retirements, promotions, transfers or resignations. This inventory can help in determining whether there is sufficient managerial talent to cover both the expected and unexpected vacancies.

In essence, the assessment of the organisation's current human resource situation based on human resource inventory and a thorough job analysis identifies where people are by taking a close look at the jobs currently being done and the people doing those jobs. The assessment is also supported by collecting information about the organisation's products or services in the light of potential changes in the external labour market and also the likely manpower requirements keeping in view the projected sales and business plans of the organisation.

Forecasting demand for manpower

The most crucial step of manpower planning is the forecasting of the demand for manpower for the period for which the plan is outlined. Demand for human resources is a result of demand for the organisation's products or services. Based on its projections, an organisation can attempt to establish a number and type of human resources needed to reach these projections. As a result, before we can estimate future human resource needs, some formal assessment of what course (in terms of sales or revenue) the organisation plans to take in future is required.

Once an assessment of the organisation's current human resource situation has been made and the future direction of the organisation's targets has been considered, a projection of future demand for human resource can be developed. Human resource demand for an organisation is affected by its environment, including the state of the economy, existing political, educational and social systems etc. The changing organisational requirements also influence the demand for human resources. Internal work force changes, such as retirements, resignations, terminations or deaths also result in the increased demand for

human resources. Various techniques are used to forecast human resource demand. While judgmental forecasting is based mainly on the views of knowledgeable individuals, quantitative forecasting relies on numerical data and mathematical models, and technological forecasting, aimed mainly at predicting long-term trends in technology, can also help predict future human resource demand.

Forecasting manpower supply

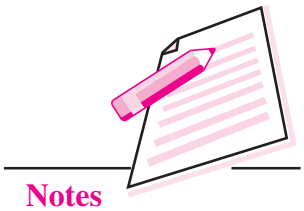
In addition to the demand, managers must consider the supply of sufficient human resources to operate effectively. The supply of manpower may be obtained from both internal and external sources. One of the main sources of manpower supply is the pool of current employees who can be transferred, promoted or demoted to help meet immediate demands for human resources. The demand forecast and internal supply forecast match only in the exceptional circumstances. While in an expanding situation the supply will be less than the demand, in a contracting situation the supply will exceed the demand. In an expanding situation besides internal sources, various external sources of manpower supply are used. These sources expand the supply of available human resources. External supply forecast should be made in the light of several local and national factors operating in the labour market. The main external sources of manpower supply would be discussed later in this lesson.

Reconciling demand and supply

The objective of human resource planning is to bring together forecast of future manpower demand and supply. Once the demand and supply of human resources is estimated, the next step is to reconcile the two. The demand forecast and the supply forecast match only in the most exceptional circumstances. The reconciliation would provide details either of manpower surplus (projected overstaffing) or manpower deficit (staffing shortage). The result of this effort is to identify shortages in number and type of human resources and to highlight areas where overstaffing may exist. It provides the basis for planning action for dealing with manpower surplus and deficit.

Action planning

If reconciled estimates show that the internal supply of human resources is too large (over staffing), then plans need to be made to reduce the number of employees through measures such as attrition, resignations, retirements and termination schemes etc. If, however, there is a predicted short fall of employees for the future, then plans must be made for first promoting deserving employees, transferring existing employees from over staffed areas, discouraging retrenchments, and installing labour saving equipment and processes and then for hiring new workers. You need to make action plans on the basis of manpower requirements, productivity and manpower costs. It would be necessary for you



to estimate the costs involved so that they can be assessed against the potential benefits. You would also have to indicate who is responsible for implementing the plan, for reporting the progress and for monitoring the results achieved.

Tapping external manpower sources

When an organisation grows rapidly and diversifies into newer areas of operation or when it is not able to find people internally to fill the vacancies, it has to resort to external sources of manpower supply. The need for tapping external human resource supply arises primarily through recruitment which is necessarily meant to augment internal supply. These sources include college graduates, the new entrants, the unemployed with a wide range of skills and abilities, the retired experienced persons and others who are looking for jobs. This source also includes those whom you hire from outside for specific jobs like guides, tour escorts etc. To the extent a firm is able to anticipate its outside recruitment needs and scans the possible sources of supply with a feel for the labour market conditions, its problems in recruiting the right number with right skills in the right time would become easier. Given the recruitment policy, it is easy to predict the external supply. In a later section of this lesson you will learn in detail about these sources of manpower supply.

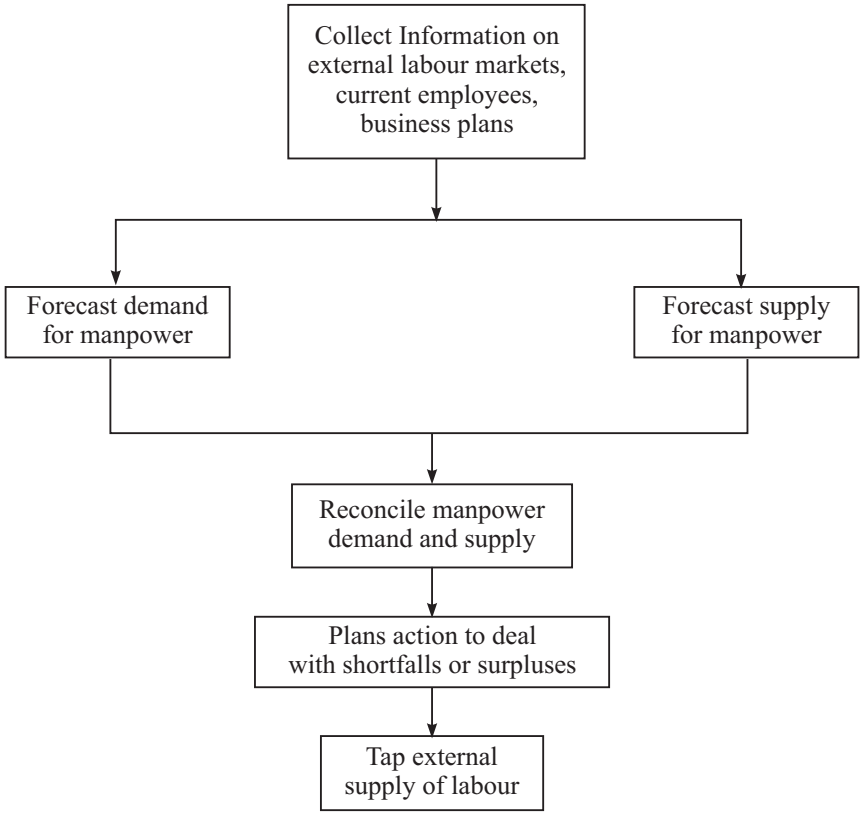

Collect Information on external labour markets, current employees, business plans
Forecast demand for manpower
Forecast supply for manpower
Reconcile manpower demand and supply
Plans action to deal with shortfalls or surpluses
Tap external supply of labour

Figure 16.3: Human Resource Planning Process

Notes

ACTIVITY 16.3

Visit a hotel you have access to and do the following:

(i) Identify the major manpower problems and their causes and interrelationship

(ii) Identify the extent of manpower shortages/surpluses and the reasons there of.

(iii) Identify and fix forward targets for manpower development.

INTEXT QUESTIONS 16.3

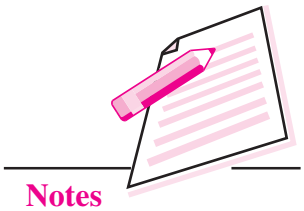
1. Explain the need for human resource planning in tourism.
2. Name the steps in human resource planning.

16.4 RECRUITMENT AND SELECTION

16.4.1 Recruitment

Once the human resource planning has been done and we know our human resource needs, the next step is to acquire personnel. This activity makes it possible for us to recruit the types of people necessary to ensure the continued operation of the organisation. Recruiting is defined as the "discovering of potential candidates for actual or anticipated organisational vacancies." Recruitment is the process of identifying the prospective employees, stimulating and encouraging them to apply for a particular job or jobs in an organisation. It is a positive action as it involves inviting people to apply. The purpose is to have an inventory of eligible persons from amongst whom proper selection of the most suitable person can be made. It is essentially a linking activity - bringing together those seeking jobs with those having jobs to fill. An ideal recruitment effort will attract a large number of qualified applicants who will take the job if it is offered. Information about the job should also be provided so that unqualified applicants can self-select themselves out of job candidacy; that is, a good recruiting programme should attract the qualified and not the unqualified. Recruitment is more likely to achieve its objective if recruiting sources reflect the type of position to be filled. For example, an advertisement in a film magazine about an executive position in a hotel is obviously a case of "looking for the right person in the wrong place".

Before you think of inviting people to apply for a job you have to decide the type of persons to be invited and their requisite characteristics. The particular physical abilities, skills requirements, mental, emotional, social and behavioural specifications necessary for a given job have to be specified. Tourism organisations,



whether big or small, ought to spell out a clear recruitment policy within their organisations incorporating all these specifications. It states the objectives and provides a framework for implementation of recruitment programmes in the form of procedures. A recruitment policy may include several issues such as promotion or transfer from within the organisation. But it should be in line with the employee requirements to attain the organisation's objectives.

16.4.1.1 Sources of Manpower

There are two sources of supply of manpower: internal and external.

Internal Sources: Internal recruitment is finding potential candidates from within the organisation and encouraging them to apply for organisational jobs that are open. Most large organisations attempt to develop their own employees for positions beyond the lowest level. These sources include transfers, promotions and laid off employees. In some cases demotions may also take place. The advantages of the policy of recruiting from within the organisation are that it:

- boosts the morale of the employees
- encourages individuals who are ambitious
- fosters loyalty among the employees towards the organisation.
- improves the probability of good selection as information on the individual's performance is available
- acts as a training device for developing middle and top-level managers
- is less expensive than external recruitment

In addition the employees see it as a recognition by the organisation.

Recruiting from internal sources also has distinct disadvantages. It can be dysfunctional to the organisation to utilise inferior internal sources only because they happen to be there, when excellent candidates are available outside. Relying exclusively on this source may lead to inbreeding, discouraging new blood from entering the organisation. Moreover, it may be necessary to bring in some outsiders to broaden the present ideas, knowledge and enthusiasm and to question existing methods.

External Sources: All the firms cannot meet all their manpower requirements from internal sources. Employee resignations, retirement, deaths, dismissals etc may result in vacancies which need to be filled up using external sources. In external recruitment potential external candidates are found and encouraged to apply for organisational jobs that are open. A variety of sources exist for obtaining external job candidates. Advertising is generally the most popularly used recruiting source. Other external sources include campus recruiting programmes, employment agencies, referrals, jobbers and contractors, consultants. Another minor source of external supply is through seconding (or deputing)

personnel from other organisations which takes place largely among government departments.

The external sources of manpower can be tapped using three methods of recruitment: direct, indirect and third party, depending on the job level and skills required for doing the job. Direct methods include sending recruiters to educational institutions, employee contact with public, manned exhibitions, and waitlists. Indirect methods cover advertisements in news papers, on electronic media, in trade and professional journals and broachers. Under third party methods various agencies are used for recruitment which include commercial and private employment agencies, state agencies, recruitment firms, and management consultancy firms. In tourism industry these are used particularly for those jobs which are seasonal in nature. For example, a tour operator may require a tour escort with the knowledge of a specific language to look after a particular group. In such a situation the help of professional bodies like the guides association is taken.

Organisations that follow the policy of external recruitment argue that the candidates selected from external sources:

- are a potential source of new ideas
- have wider experience and knowledge
- are familiar with competitors

Recruitment from external sources may however be more expensive than recruiting from internal sources. Moreover, the probability of a mistake in assessing a potential employee is high, as the information about him is not always reliable. You have to take chances regarding their loyalty and desire to continue with the organisation. You have also to make larger investment in their training and induction.

16.4.2 Selection

Once a pool of qualified applicants is recruited, the next step is the process of thinning this pool of applicants through the process of selection. Selection is the process of determining the extent to which the candidates have the skills, abilities and knowledge required to perform effectively in the positions for which they are being considered. It is the process of examining the applicants with regard to their suitability for the given job or jobs, and choosing the best from the available candidates and rejecting the others. For each candidate, the organisation evaluates the skills, education, experience etc. to find out the people who would "fit" the particular job specification. In other words, the ideal selection identifies the best-fit between the person and the job. All selection activities exist for the purpose of making effective selection decisions. Each activity is a step in the process by which managerial decision makers seek to predict which job applicants will be successful if hired. Another objective of the selection process is informing and

selling the job to the candidate, which means making the job appealing to the candidate. If you fail in selling the job to the candidate, there is little likelihood that the applicant will accept the job even if it is offered. Hence, a manager's dilemma in selection is to balance the desire to attract people to take up the job if offered with the desire to gather relevant selection data.

16.4.2.1 Steps in the Selection Process

The selection process involves choosing the best suitable candidate and rejection of unsuitable or less suitable ones. This may be done at any of the successive hurdles which an applicant must cross. That is the reason Dale Yoder considers selection process as negative in nature because rejections take place at each successive stage. He considers recruitment as positive because its purpose is to enlarge the pool of job applicants. Selection activities typically follow a standard pattern, beginning with an application form or preliminary interview and concluding with the final employment decision as given in Figure 16.4. The complexity of the process usually increases with the level and responsibility of the position to be filled. However, all organisations need not follow all the steps in their selection processes and these steps also need not necessarily be placed in the same order. Though arrangement may differ from organisation to organisation, these steps can be generalised to most organisations.

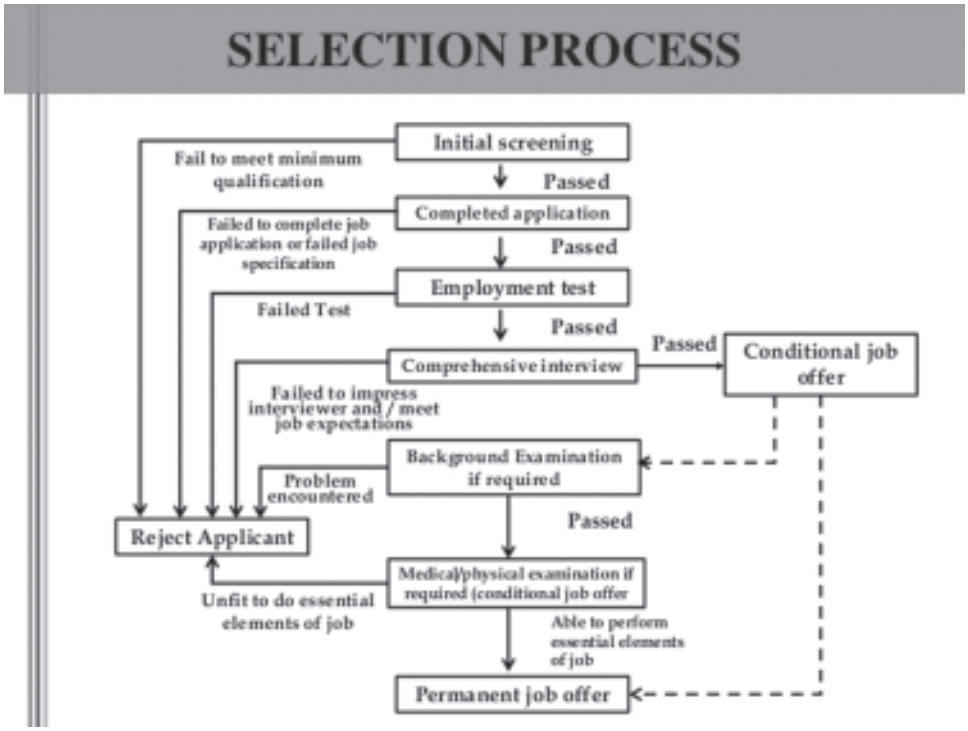


Figure 16.4: Steps in the Selection Process

Application Form

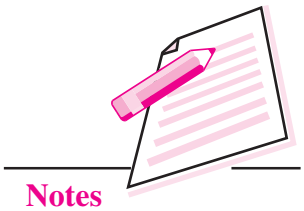
If your recruiting effort has been successful, you will be confronted with a number of potential applicants. Once the initial screening has been completed, applicants are asked to complete the organisation's application form. The application form is used to obtain useful information about the candidate. Most application forms provide information with respect to applicant's comprehensive personal and history profile, education, experience, references etc. Different types of forms may be used for different types employees. In general terms, the application form gives a synopsis of what applicants have been doing, their skills and their accomplishments. There is now a provision of submitting forms online. Applications so received are screened against the eligibility criteria so that only the eligible candidates are further processed. You may reject the candidates on the basis of scrutiny of the applications that are found lacking in relevant eligibility conditions. The sharing of job description information with the individual at the initial screening level encourages the unqualified or marginally qualified to voluntarily withdraw from candidacy.

Testing

A test is a sample of an aspect of an individual's behaviour, performance or attitude. Employment testing is frequently used to help identify the candidates with the greatest potential for success on the job through paper-and-pencil responses or tests. Tests seek to eliminate the possibility of prejudice on the part of the interviewer and uncover qualifications and talents that would not be detected by the interviewer. Three major types of tests used in the selection process are ability, personality and performance tests. Ability tests measure mainly mental, mechanical and clerical abilities or sensory capacities (like vision and hearing), personality tests are means of measuring characteristics, such as patterns of thoughts, feelings and behaviors. Paper-and-pencil personality tests measure such characteristics sociability, independence and need for achievement. Performance tests are means of measuring practical ability on a specific job. The applicant completes some job activity under structured conditions. For example, a tourist guide may be asked to handle a situation involving a very difficult client. Although such tests can be costly if special facilities and equipment are needed, performance tests tend to be valid predictors of future performance.

Interviewing

Those individuals who are still viable applicants after the initial screening, application form, whose required tests have been completed, are then given a comprehensive interview. The interview is the most commonly used selection technique. The employment interview serves the purpose of obtaining information, giving information, and motivation. It provides an appraisal of personality, background, training, education and interests of the prospective employee. The



candidate should be given information about the organisation, job specification and personnel policies of the organisation. It should also motivate the applicant to want to work for the organisation. The applicant may be interviewed by the personnel department interviewers, executives within the organisation, potential supervisors, or colleagues. The interview is designed to probe into areas that cannot be addressed by the application form or tests. These areas consist of assessing one's motivation, ability to work under pressure and ability to 'fit in' with the organisation. To be successful in interviewing you should plan ahead and create a positive and supportive environment, conduct a goal oriented interview, avoid questions that may imply any form of discrimination and record your thoughts from the interview after the interview is over. Questions asked should reflect the specific characteristics of the job and the qualities the organisation is looking for.

Checking References

The applicants are often asked to provide a few references who may be their previous employers, colleagues, teachers, professional associations etc. They are approached by mail, telephone or post and requested to furnish their frank opinion about the candidate either on specified points or in general. It includes contacting former employers to confirm the candidates work record and to obtain their appraisal of the performance in the previous job. It also includes verifying the educational accomplishments shown on the application, and contacting personal references. This type of investigation has major implications and every personnel administrator has the responsibility to investigate each potential applicant. Though there is often some reluctance on the part of references to give information, there are ways in which the personnel administrators can obtain it. A seasoned personnel administrator expects this and delves deep into the candidate's background and gets his information.

Physical Examination

All the candidates who successfully cross the above hurdles of various stages of selection are required to undergo a medical examination. Organisations require candidates to take medical examination either prior to or immediately after the hiring decision in order to screen out those who are unable to comply physically with the requirements of the job and the organisation. The candidates are sent for physical examination to organisation's physician or to a medical officer approved for the purpose. The vast majority of physical examinations are required to meet the minimum standards for the organisation's group life and medical insurance programmes and to provide base data in case of future compensation claims. These help in preventing employment of those suffering from some type of contagious diseases.

Final Selection

Candidates who perform successfully in all the above steps are now considered to be eligible to receive an offer of employment. Ideally, the actual hiring decision should be made by the manager in the department that had the position open. This is because the applicant will eventually work for this manager and therefore a good relation between the boss and the employee is necessary. If the selection process has been effective, the thrust of the selection decision will now be in the hands of the applicant. Individuals appear to move towards matching their work with their personality. For example, social individuals lean towards psychology, social work and the like, while enterprising individuals look for careers in management. Most job choice studies indicate that an individual's perception of the attractiveness of a job is important. People desire to work where their expectations are positive and where they believe their goals can be achieved. This should encourage management to ensure that those to whom offers are made can see that the job is compatible with their personality and goals.

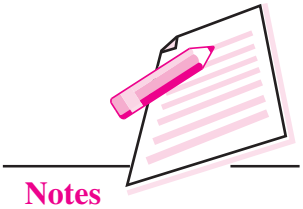
At this stage, care should also be taken to see that those candidates, who were rejected, are communicated in such a manner that the image of the organisation is not damaged. In order to make adequate assessments of candidates, selection methods must have validity. As applied to selection, validity addresses how well a selection device such as a test, actually predicts a candidate's future job performance. When an individual joins the organisation, there is much to be learnt with respect to what should be done, how it is to be done and so on. This is done through socialisation by which the attitudes, expectations and behaviours of a new entrant is systematically changed by the organisation. After a final selection, a letter of intent is offered to the candidate. It has a time limit to join the organisation, it has got the other impact that it can be used by the employee in his previous organisation for better bargaining.

Induction

This programme is an orientation porgamme, where a fresher/trainee spends a few days in each department of the organisation before he actually joins his own deparment. He/she gets first hand information and procedure of all other departments, where she/he shall interact in future course of action, it is very helpful for a fresher to understand the needs of other departments.

ACTIVITY 16.4

Visit two hotels (from public and private sector each) of your city, and interview their Human Resources Managers to find out the method of their recruitment and judge which among the hotels is the best in recruitment and why?



INTEXT QUESTIONS 16.4

1. List out various sources for recruiting human resources in tourism.
2. What steps will you follow for selecting the employees?

WHAT YOU HAVE LEARNT

- No organisation can achieve its objectives in the absence of proper human resource management. This is more so in the case of tourism industry where the emphasis is on customer care and satisfaction which can be achieved through the quality performance of the human resources involved in the delivery of the service product.
- Human resources are an inseparable constituent of tourism services. Each and every segment in tourism needs special attention for training which requires proper planning and development of human resources. The perception about tourism very much depends on the people interacting with the tourists and the services rendered by the human resources. The need for HRM in tourism is not to be confined to the skills of the service providers alone but the planners and officials who carry out the plans should be themselves highly trained. The nature, determinants and problem areas of service quality within tourism points clearly to the central role of human resources in attaining levels of excellence. Developing service culture in tourism is crucial for the success of tourism.
- Getting and retaining the right people, at the right time, in the right place and at the right price is basic to the success of all the organisations. These is a Huge demand of skilled workers in Tourism sector. HR also develops semi-skill to fully skilled and skilled employee to trainer. Effectively managing human resources has a positive impact on an organisation's overall survival, growth, profitability, competitiveness and flexibility. HRM is the essence of being a manager as the responsibility of managing the human resources lies with every manager.
- Organisations should correctly plan for the requisite number of people required at each level of each category of skill, providing for expansion, attrition and internal development needs. The major underlying objective of human resource planning is to ensure that the organisation will always have the right number and type of people, at the right time and at the right places to work required by the organisation. An ideal recruitment effort will attract a large number of qualified applicants to the organisation. The ideal selection identifies the best-fit between the person and the job. It is the process of

determining the extent to which the candidates have the skills, abilities and knowledge required to perform effectively in the positions for which they are being considered.

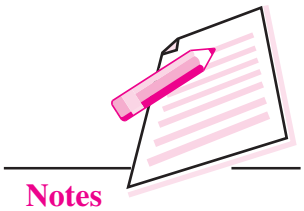
TERMINAL EXERCISE

1. What is HRM all about? Discuss the objectives of HRM function?
2. Enumerate and explain the principle HRM functions.
3. Explain the role performed by HRM in tourism organisations.
4. Why is human resource planning necessary in tourism? Describe the steps involved in the process of human resource planning.
5. How does recruitment differ from selection? Identify the main sources of recruitment available to different sectors of tourism industry.
6. What is selection? List out the steps in the selection process.

ANSWER TO INTEXT QUESTIONS

16.1

1. HRM is concerned with identifying the human resource requirements of an organisation, attracting them, training them, motivating them, evaluating their performance, administering their compensation and maintaining cordial labour- management relations. It is the essence of being a manager who has to get the work done through others. The responsibility of managing the human resources lies with every manager. The basic elements of HRM are human resource planning, recruitment and selection, training and development and compensation administration.
2. HRM is of continuous nature. It is concerned with employees both in groups and as individuals, covers all types and levels of employees, is inherent in all organisations , covers all functional areas of management, and attempts to acquire the willing cooperation of the people for the attainment of the desired goals.
3. HRM aims at obtaining and utilising human resources effectively ,establishing and maintaining a desirable working relationship, securing integration of individual and group goals with those of an organisation, developing human resources as individuals and groups, recognising and satisfying individual needs, maintaining better human relations for retaining talent and meeting the social and legal responsibilities of the organisation.



4. Managerial Functions of HRM
   - Planning
   - Organising
   - Staffing
   - Directing
   - Controlling

   Operative Functions of HRM
   - Human resource planning
   - Recruitment and selection
   - Training and development
   - Compensation administration
   - Integration and maintenance

16.2

1. In every country tourism is being promoted to generate jobs, earn foreign exchange and to carry out the development work. Every segment in tourism needs special attention for training which requires proper planning and development of human resources. Tourism is intermingled with human resource. No tourist activity is possible without the involvement of humans. Tourism is about services provided by the people such as escorts, guides, travel agents, hoteliers, entertainers etc. to a tourist at any destination. A Tourist is buying experiences and availing the quality of service which is reflected in the performance of the people involved in the production and delivery of the service. In such service operations, the emphasis is on courtesy and efficiency and it is assumed that the service in tourism is all smiles and effective communication coupled with knowledge and information. The tourist perception depends on the people interacting with the tourists and the services rendered by the human resources. The nature, determinants and problem areas of service quality within tourism points clearly to the central role of human resources in attaining levels of excellence at all levels in this respect.
2. In the tourism industry the role of HRM is to ensure employment generation and training, and helping growth in economic development and foreign exchange earning. IT helps all segment of tourism industry such as hospitality, conference and convention, adventure tourism, eco tourism by producing trained manpower to serve tourists in the most efficient way.

16.3

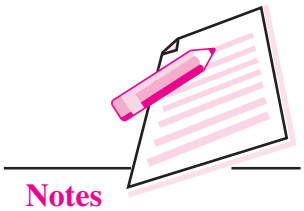
1. The need for human resource planning arises because it provides for optimum utilisation of available human resources, determination of the human resource requirements, ensuring availability of necessary human resources and forecasting future skill requirements to serve as a basis for training and development programmes.
2. Process of human resource planning comprises following steps:
   - Assess current human resources and future business requirements
   - Forecast demand for manpower
   - Forecast manpower supply
   - Reconciling demand and supply
   - Action planning
   - Tapping external manpower sources

16.4

1. Sources of recruitment are broadly the following:

   Internal Sources: These sources include identifying potential candidates from within the organisation on the basis of transfers, promotions, layoffs, demotions etc.

   External Sources: Employee resignations, retirement, deaths, dismissals etc. may result in vacancies which need to be filled up using external sources comprising advertising , campus recruiting programmes, employment agencies, referrals, jobbers, contractors, consultants and seconding (or deputing) personnel from other organisations.
2. Steps in Selection Process
   I. Formal application
   II. Testing
   III. Interview
   IV. Reference checks
   V. Physical examination
   VI. Analysis and decision



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17

HUMAN RESOURCE MANAGEMENT – II

In the tourism industry, air and ground transportation, hospitality segment training and development plays an important role. In the effectiveness of organisation, manpower training and development is a very important aspect of HRM. In tourism industry where people to people contact is the main focus of training and development assist a employee for enhancing his efficiency and effectiveness to a particular work area by getting more knowledge and practice. Also training is more important to establish specific skill abilities and knowledge to an employee.

Training and development plays a major role towards achieving goals and maximum profits, it also uplifts the image of an organisation in todays competitive world. Training and development make human resources department more fruitful in organisation.

OBJECTIVES

After studying this lesson, you will be able to:

- define the meaning of training and differentiate between training and development;
- explain the concept and methods of training and development; and
- identify principal and determinate the compensation/rewards.

17.1 TRAINING

Training is defined as a continuous learning process in which an employee will acquire knowlege and professonal skill and improve his attitude and behaviour.

Notes

The basic difference between training and delveopment is –

- Training helps to make the employee of a company to be more effective and efficient in his present role and responsibilities.
- Development helps to improve the overall personality dimension of an employee to take up any future assignment if any and better equipped to handle a critical situation.

17.2 TRAINING AND DEVELOPMENT

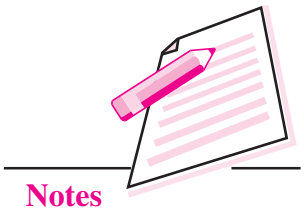
Training

"If you wish to plan for a year, sow seeds; if you wish to plan for a decade, plant trees; if you wish to plan for a life time, develop men". This is a Chinese saying which highlights the importance of training human resources. Every organisation needs to have well experienced and trained personnel to perform its activities. Even the most careful selection does not eliminate the need for training, since people are not molded to specifications and rarely meet the demands of their jobs adequately. Thus it is necessary to raise the skill levels and increase the versatility and adaptability of employees. As jobs have become more complex, the importance of employee training has increased. The rapid changes taking place in the volatile and complex business environment have created increased pressures for organisations to readapt their products, services, jobs and skills. In such a situation, training and development is not only an activity that is desirable but also an activity that an organisation must commit its resources to, if it is to maintain an efficient workforce.

Training and development result from a planned organisational effort to help employees improve their work performance. Training is most often identified with teaching and learning of the lower- level or technical workers how to do the jobs they currently hold. Development, on the other hand, usually relates to the process of teaching professional employees and managers those skills which are necessary for both current and future assignments. Training is a learning experience that seeks a relatively permanent change in an individual that will improve his ability to perform on the job. It involves changing of skills, knowledge, attitudes or social behavior by changing what employees know, how they work and their attitudes towards their work. Employee training is the process whereby people learn the skills, knowledge, attitudes and behaviours needed in order to perform their jobs effectively. It is a short-term process utilising a systematic and organised procedure to impart skills for a definite purpose. It refers to instructions in technical, mechanical or service operations.

17.2.1 Need for and Objectives of Training

Training is necessary for improving the work performance of employees in every type of organisation. The diversity of the tourism industry places additional



responsibility on the planners and developers of tourism products and services in the area of human resource planning and development. In India more attention is given to development of tourism infrastructure than on development of human resources. We need trained manpower at all levels in all the diverse sectors of tourism industry to handle the tourism infrastructure and serve the tourists. It should be broad based taking into account all the diverse sectors and services rather than hotels and ticketing only. Particular emphasis should be on training the grass-root and supervisory level personnel as they are the ones having direct contact with tourists. Further, skilling and re-skilling is the key to success in tourism sector and all the human resources should have updated knowledge. A ticketing agent, for example, must know the recent fare structures and operating routes of airlines, without which he cannot man the ticketing counter. Training should not only be provided to maintain and improve current job performance but also for equipping the employees with skills required for future job requirements.

A training programme in a tourism organisation aims at serving the following specific objectives:

- To prepare employees for their jobs while on their first appointment, transfer or promotion.
- To keep the employees informed about the latest concepts, technology challenges and competation in tourism sector. Also in additional changing job requirements.
- To prepare a line of competent officers to hold more responsible positions.

The need for a sound and scientific training scheme arises because the experiences clearly demonstrate that a well planned and well executed training programme results in the following benefits:

- Improvement in overall efficiency, work performance and productivity
- Improvement in quantity and quality of goods and services produced
- Economical use of resources and consequent reduction of in the cost of production
- Improve the morale, loyalty and job satisfaction of employees
- Reduction in accidents, wastage, spoilage and damage to machines and equipment
- Reduction in absenteeism and labour turn over
- Reduction in learning time, planning time and supervisory burden
- Adopting employees to new work methods and changing work relationships
- Improvement in personal growth and promotional prospects of employees
- Improvement in customer care

17.2.2 Process of Training

Training efforts generally encompass the following three main phases, all involving human resource professionals and managers. In addition, outside consultants are sometimes brought in to help with various aspects of the process.

I. The training process begins with the training need assessment phase. It involves identifying training needs, setting training objectives, and developing criteria to evaluate results of the training programme. An analysis of the organisation's training requirements and the degree to which individuals are able to perform those tasks effectively are undertaken.

II. The next part of the process is the implementation phase. This involves determining training methods, developing training material and actually conducting training.

III. The final phase of the training process entails evaluating the results of the training in terms of the criteria developed in the assessment phase. Training can be evaluated by measuring participants' reactions to the training, assessing actual training through tests, and measuring actual results on the job.

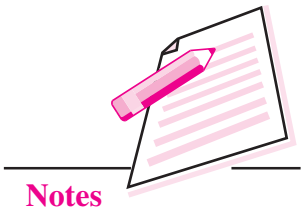
The above phases of training are discussed in greater detail hereunder.

17.2.3 Assessing Training Needs

An effective training process begins with a thorough needs assessment to clearly identify the learning to be achieved. It seeks answers to such questions as: (1) whether training is needed? (2) where is training needed? and (3) which training is needed? For identifying training needs, generally the following analyses are conducted:

1. **Organisational Analysis:** It involves a total analysis of the organisational structure, objectives, its human resources and future plans to identify and understand what type of training shall be required. You have to examine the short term and long term objectives of the organisation and asses the training inputs needed to achieve these objectives. For a proper organisational analysis you need to ascertain whether adequate human resources are available in the organisation, whether their performance is up to the required standards, and whether the existing organisational environment is conducive to fulfillment of tasks.

2. **Task Analysis:** An analysis of the task and its various conditions will indicate the skills and training required to perform the job according to the standard. The standard is set for each job so that it is performed at the desired level of output and quality. The methods and the components of the job have also to be properly designed. The main objective of task analysis is to obtain all



available information about the nature of the task, its components, and standards of performance to be set. This information is useful in designing the employee training programmes, determining what new knowledge or skill is called for and which aspects of the present knowledge and skills need to be modified.

3. **Manpower Analysis:** The total manpower environment of the organisation has to be carefully analysed. It involves a detailed analysis of the internal environment of the organisation, the environment of the sector to which the organisation belongs (government, public sector, private sector, etc), and the environment of the entire economy, which influences the employee training needs of that organisation. An organisation having a skill inventory of its manpower, comprising their education, experience and job performance can analyse the same and draw up a training plan, depending on its projections for future requirements.

17.2.4 Methods of Training

A wide variety of training methods have been evolved and any one method or any two methods can be used by the organisations. There is no training method that is right for all situations. A number of trade-offs must be made when actually making the choice of techniques and putting the training programme together. Selection of the most appropriate method depends on the size of the organisation, the time and money available for training, the requirements of the job, the level of people to be trained, the skills to be learnt and so on. The most popular training methods used by the organisations can be classified as either on-the-job or off-the-job training.

17.2.5 On-the-job Training Methods

Under these methods the principle of learning by doing is used. These methods are briefly described below:

1. **Training on the Job:** The most widely used methods of training take place on the job. Such training places the employees in an actual work situation. It is a method of learning by doing during regular working hours. Usually, a more experienced worker, a supervisor or a special training instructor is assigned the job of training the new worker, the ins and outs of the job. The drawbacks of on-the-job training can be the low productivity and errors made while the employees develop their skills. To avoid drawbacks a scheme of train the trainer is developed in the organisation.

2. **Apprenticeship:** People seeking to enter skilled trades often require undergoing apprenticeship training before they are accepted. Such

apprenticeship programmes put the trainee under the guidance of a master worker. The method is appropriate for training in crafts, trades and technical areas, especially when proficiency in a job is the result of a relatively long training period like that of pattern designer, tourist coach driver. Also the method of practical training and theoritical training is very successful in apprentship scheme.

3. **Demonstration and Examples:** Here the trainer describes and demonstrates how to do certain work by performing the job himself, going through step by step explanation of the why, how and what of the work he is doing. Demonstrations are often used in combination with lecturers, pictures, text materials, discussions, etc. The emphasis is on know-how.

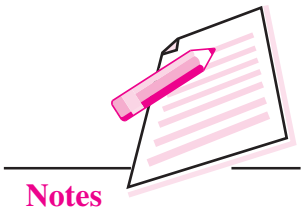
4. **Job Rotation:** This method involves the employees being sent through different jobs, thereby providing them a wider exposure to the working of the organisation. It teaches the worker the new skills by rotating from one job to the other. It also helps the organisation to train its employees for promotion which serves as a source of recruitment from within the organisation. This kind of training produces multi skill employees in the organisation.

17.2.6 Off-the-job training

The location of off-the- job training may be an organisation classroom, an outside place owned by the organisation, an educational institution or association, which is not part of the organisation. Some of the prominent off- the- job training methods include the following:

1. **Lectures:** A classical lecture is a situation where an expert gives a talk on a subject to a large audience and the information is communicated to others. Lectures can be used for a very large group to be trained in a short time. These are essential when technical or special information of a complex nature is to be imparted. The lectures are supplemented with discussions, film shows, case studies etc.

2. **Role Playing:** Role playing is used quite often in the lectures where trainees act out a specific role of a customer or that of a tourist and so on. Trainees have to deal with hypothetical situations dealing with human interaction in a given situation such as client grievance handling etc. It is an effective training method when the objective is an attitudinal change dealing with feelings and emotions. It helps in developing insight into the behaviour of self and others. It gives confidence to the staff to interact with guests and handle the challenge in better ways.



3. **Vestibule Training:** This method is used primarily when large numbers of employees have to be trained quickly particularly during the period of rapid expansion. Under this method new workers are trained for specific jobs on special machines or equipment in a separate room located on the site itself. An experienced workman is entrusted with the job of imparting training. It is often used for training bank tellers, inspectors, airline ticketing staff, etc.

4. **Simulation:** It is an expansion of vestibule training. Simulations are used to provide trainees with physical equipment that resembles to some degree the equipment that is to be used on the job. These devices are usually used when for any reason it is not possible to use the actual equipment or when the cost of actual equipment is large. Such techniques are more economical since they can be used over and over again.

5. **Conferences and seminars:** In this method mutual problems are discussed and participants pool their ideas and experiences in attempting to arrive at better methods of dealing with these problems. It is ideally suited for analysing problems and issues and examining them from different viewpoints. It helps in developing conceptual knowledge, reducing dogmatism and modifying attitudes and sharing valuable information among themselves.

6. **Case Discussion:** Here a real or a hypothetical business problem or a situation demanding solution is presented to a group and members are trained to identify the present problem. They suggest various alternatives for tackling these problems, analyse each one of them, find out their comparative suitability and decide the best alternative. The trainer only guides the discussion. This method promotes analytical thinking and problem solving ability. It encourages open- mindedness, patient listening and respecting others' views.

7. **Programmed Instructions:** This method involves a step -by- step series of bits of knowledge, each building upon what has gone before, and a mechanism for presenting the series and checking on the trainee's knowledge. Questions are asked in a proper sequence and indications given promptly whether the answers are correct. This programme may be carried out with a book, a manual or a teaching aid. It is primarily used for importing factual knowledge such as mathematic, physics, etc.

ACTIVITY 17.1

A foreign guest arrived at the airport. He had made pre arrangement with the travel agency for ground handling that includes airport pick up, hotel stay and sight seeing in the city. Due to goof up at the tour agency no one went to the airport to receive him. He landed in the hands of unwanted elements who drove

him to various places in the city. The tourist was deprived of all his valuables including currency. The tourist company owner has to compensate for lapse on their part. He came to know that the subordinate in the company did not follow the procedure.

Explain the lapse at each stage. And how those lapses can be rectify through proper training?

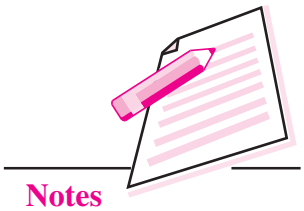
17.2.7 Evaluation of Training

A training programme is only as good as the results it achieves and the benefits derived from it by the individual and their organisations. To be sure that training and development efforts are yielding desired results, and the valuable time and money of the organisation on these programmes is not wasted, each training programme should have a provision for evaluation. Any evaluation begins with the criteria which depend on the objectives. Most training evaluation methods seem to fall into one of the following two categories:

1. **Reaction Evaluation:** Opinion surveys of participants or of people who have seen the participants in action, are reaction evaluations. There are several variations of this method. Opinions of trainees, trainers and management are asked about their impressions of training effectiveness. It is intended to know whether they liked the training, whether it paid off, whether the concepts and principles of training were intellectually assimilated by the participants and whether training changed the behaviour of trainees and whether the modified behaviour resulted in improvement in output, quality and lower cost.
2. **Outcome Evaluation:** The main objective of evaluation is in fact served by outcome evaluation. This objective criterion relate to effects of training by measuring specific outcomes. For example, review is made of performance appraisals of trainees following the training programme. After the evaluation is done, the situation should be analysed to find out the probable causes for a difference between the expected outcome and the actual outcome. Consequently necessary precautions should be taken for designing and implementing future programmes to avoid these. The organisation's investment in terms of money, time, energy made in these programmes must be justified by the related outcome in terms of the increased efficiency and effectiveness of the participant.

The main dimensions of training evaluation are the following:

1. **Evaluation of contextual factors:** Training effectiveness depends not only on what happens during training, but also on what happens before the actual training and what happens after the training has formally ended. Evaluation should, therefore, be done of both the pre-training and post-training work.



Pre-training work includes proper identification of training needs, developing criteria of who should be sent for training, how many at a time and in what sequence, helping people to volunteer for training, building expectations of prospective participants from training, etc. Post-training work includes helping the concerned managers to plan to utilise the participants' training, and provide the needed support to them, building linkages between the training section and the line departments and so on.

2. **Evaluation of training inputs:** This involves the evaluation of training curriculum and its sequencing. This assessment covers whether the trainee is able to do what it was stated, if he or she would be able to do in the objectives of the learning unit, course or training programme as a whole. Here the training inputs covering training aids, course contents, the environmental conditions, instructional design etc are the subject matter of evaluation.
3. **Evaluation of training process:** The climate of the training organisation, the relationship between participants and trainers, the general attitudes and approaches of the trainers, training methods, etc., are some of the important elements of the training process which also need to be evaluated. In brief this covers evaluation of how training is conducted.
4. **Evaluation of training outcomes:** This involves measuring the value of a training programme in terms of what has been achieved. This, however, is a complex technical and professional task. Benefits of a training programme are not always obvious and they are not readily measurable. Asking whether the training was worth doing can result in different answers depending upon who is being asked and the criteria and the data being used.

INTEXT QUESTIONS 17.1

1. What is training? What are the objectives of the training department?
2. What are the different methods you could use in training an employee?
3. What are the key issues that should be addressed in design, conduct and evaluation of training a programme?

17.2.8 Development

Management development programmes are long term efforts to train and develop the manager to his or her fullest potential. Such development is considered a life time process, designed to maximize managerial performance throughout the manager's career. The term development is a broad one. It includes both training and education. It aim at improving the overall personality of an individual. The term is mostly used in the context of executives only. In

short brief development is a long term educational process utilising a systematic and organised process by which managerial personnel frequently receive assistance in developing the skills, particularly conceptual and human relation skills.

Following are some important distinctions between training and development

Basis	Training	Development
Coverage	Operative workers	Executives/managers
Purpose	Develop individual's specific skills	Develop individual's total personality
Process	One-shot process	Continuous process
Nature	Reactive process	Proactive process
Initiative	From management	From individual himself
Motivation	Result of outside motivation	Result of internal motivation
Focus	Individual's present needs	Individual's future needs

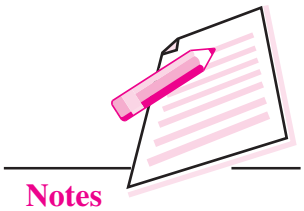
Objectives

Management development must relate to all managers in the organisation. It must lead to growth and development of the organisation. Its focus should be on future requirements rather than the present requirement. It must be dynamic, qualitative, rather than static replacement based on mechanical rotation. The main objectives of any management development programme are to:

- assure the organisation of availability of required number of managers with requisite skills to meet the present and anticipated future requirements of tourism business.
- encourage managers to grow as persons and in their capacity to handle greater responsibility.
- improve the performance of managers at all levels in their present day jobs.
- sustain improved performance of managers throughout their career.

17.2.9 Methods of Development

In addition to the above general methods of training, several specific methods of management development are used in tourism and related organisations which also use many aids and audio-visual devices. The emphasis here is not on skills but on handling of situations, people and managerial problems. The main development techniques are described below:



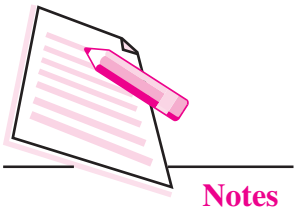
1. **Case Study:** A case is a written account seeking to describe an actual situation. A good case is the vehicle by which a chunk of reality is brought into the classroom to be discussed over by the class and the instructor. Discussion on a case requires a capable instructor who can evoke and guide intelligent discussion and analysis so that meaningful learning experiences occur. There is no "right" answer or simple explanation in the comprehensive case. The advantages of this method are, more depth of thinking, more perception of situation, greater respect for and consideration for the opinion of others.

2. **Incident Process:** This method is an improvement over the case method. In the usual case method the entire problem is presented to the student, whereas in the incident method only a brief description of an incident is given to provoke discussion in the class. Participants determine what other relevant information has to be sought from the instructor regarding the salient facts and additional information needed to arrive at a reasonable solution or resolution of the case. The method draws the participants into discussion with greater emotional involvement. A unique advantage of this method over the case method is the procedure of obtaining information by questions, one that often must take place in actual business situations.

3. **In-basket Exercises:** This is a simulation training technique designed around the "incoming mail" of an executive consisting of letters, notes, documents, and reports designed to simulate on-the-job reality of the manager's in-basket. The trainee deals with the in-basket materials as he would in his own job. Usually feedback is provided so that he can appraise his results. The advantages of this method are similar to those of the case methods realism, high involvement and built-in motivation.

4. **Management Games:** These are classroom simulation exercises in which teams of individuals compete with each other in order to achieve a given objective utilising a model of a business situation. In these games, participants are divided into various teams which are placed in competition with each other in resolving some problem, information about which is supplied to all teams. The game illustrates the value of analytic techniques such as the use of mathematical models to arrive at optimum solutions. Participants learn by analysing problems and by making decisions by trial and error process.

5. **Sensitivity Training:** This involves bringing together members in a free and open environment in which they discuss themselves and their interactive processes. This group has no agenda nor externally imposed tasks or objectives. Members of the group are usually told that they can learn much about their own behaviour and that of others and about group behaviour from continuous observation and analysis of experiences in the group. The



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trainer does not act as a discussion leader, but helps group-members to find ways of utilising their experiences for learning. Specifically, it aims at increasing ability to empathise with others, improved listening skills, greater openness, increased tolerance for differences and improved conflict- resolution.

6. **Transactional Analysis:** Transactional Analysis helps an individual in analysis and understanding of human behaviour. In this practice it is assumed that people have three basic state of being-Parent, Child and Adult. These states are manifest in their transaction (dealings) with others through words, manners, and gestures. A transaction a social intercourse between two or more people who encounter each other. In other words, there is a stimulus provided by one individual and a response to that stimulus given by another individual. This stimulus-response relationship between two individuals is a transaction. Transactional Analysis can lead to modified behaviour by providing personal insights.

7. **Under Study:** An under-study is a person selected for one being trained to assume at a future time the full duties and responsibilities of the position presently held by his/ her superior. A fully trained person would through this system be available to replace a manger during the long absence or illness or on retirement, transfer or promotion. Under-study is generally assigned a project which is closely related to the work of the supervisor under whom training takes place.

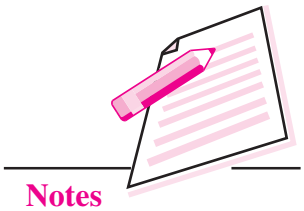
ACTIVITY 17.2

Mr Mohan Parkash works as a front line manager in a five star hotel. His MD has found a large number of mistakes in a random check of the records he maintains. Visitors have registered many complaints for his misbehavior with them and his overall output of work is less than that of his colleagues.

1. How can the MD find out whether his poor work performance is due to inadequate training or other causes?
2. If this investigation reveals inadequate training, what type of remedial training should be arranged for him?
3. How can you ascertain whether this training has improved Mr Parkash's performance or not?

INTEXT QUESTIONS 17.2

1. Why is training needed in a tourism organisation?
2. Enumerate four on-the-job training methods.



3. What purposes does management development serve?
4. Enlist five main methods of Management development.
5. What is sensitivity training?
6. What is the difference between training and development?
7. What does an in-basket exercise measure?

17.3 COMPENSATION

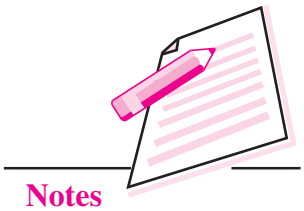
Employee compensation is an extremely important issue for every manager, and over the years compensation has become a complicated issue. A properly planned and administered salary system is one of the most important aspects of modern management. It is the responsibility of every organisation to pay a fair remuneration to the workers at all levels proportionate to their role and performance in the assigned duties. A well developed salary system would enable your organisation to attract, retain and motivate people of the required caliber and qualifications and also control payroll costs. It is also important for maintenance of morale and discipline, preservation of contentment and initiative among the human resources. From the point of management, wages are significant element of total cost, promote workers' efficiency and morale and determinant of workers' loyalty to the firm. From the point of employee's, wages are the source of their income, a means of their livelihood, an instrument for maintaining and raising the standard of living of workers. A fair compensation mechanism therefore aims at stimulating quantity and quality of work, ensuring reasonable standard of living, maintaining discipline among the workers and preserving industrial peace. However, unrealistic wages paid to workers regardless of their work and worth would spell economic deadlock for the industry. Hence, wage policy should be designed in such a manner as to reconcile the objectives of economy in costs, efficiency in performance and adequacy of earnings essential for maintaining workers' living standard and social status consistent with criterion of equity.

The starting point of salary administration is the determination of salary levels. Pay packet of employees in tourism sector consists of several elements, including basic pay, dearness allowance, house rent allowance, city compensatory allowance, annual statutory bonus and incentive bonus. The basic wage, dearness allowance and annual bonus make up the bulk of average worker compensation. A wide range of statutory and non-statutory institutions influence the determination of basic wages, dearness allowance and annual bonus for workers. By virtue of being the member of an organisation, a worker receives a number of other

incentives, which are generally referred to as perquisites or fringe benefits. These include house rent allowance; leave travel allowance, provident fund, gratuity, group insurance schemes, pension fund, ESIS, accident and death compensation, leave with pay, education allowance, housing and medical benefits, paid holidays etc. Over the years, some of these have become statutory. These incentives are provided to enhance the employee's motivation and loyalty to the organisation. In many cases these may be the result of a collective agreement at the initiative of trade unions.

Because of its vastness and in most cases, of unorganised nature, the tourism organisations in India offer wages lower to the job requirements, which not only restricts the entry of talent but also leads to constant job hopping and under hand measures like commissions etc. In many cases, due to the small scale nature, the tourism enterprise is a family managed show with low wages offered to the employees. Because of low wages in the industry, exploitation of tourists has also been reported at many places. The attitude is that since a lot of tips and commissions are involved why to pay higher wages? In such situations the ultimate sufferer is the destination, the organisation and the tourists. In today's world of intense competition a thorough professional, result oriented approach is required in this area.

The success of any tourism enterprise depends on the knowledge, skills and attitude of the staff keeping in view the customers' expectations and working for their satisfaction. For developing the right kind of attitudes among your employees you have to devise ways to motivate them for providing quality service. You should therefore, be able to plan, develop and administer an incentive on rewards, efficient system of compensation. Compensation planning has as its primary objective the creation of a system of remuneration which is equitable from the view point of both the employer and the employee. Any salary system should reconcile the interests of workers, management and the community at large. An ideal compensation plan should enable the workers to maintain the standard of living to which they are accustomed, enable the workers and their families to lead a decent living, be commensurate with the capacity of the industry to pay, envisage a scheme of incentives to meritorious workers for their extra-skill, better workmanship, prompt performance etc, be stable but "sufficiently flexible to permit adjustment" according to changing conditions, be simple to explain, understand, operate and control, fit into the general budget of the firm, ensure that the organisation can recruit the quantity of staff it requires, reward good performers, achieve equity in pay for similar jobs, be related to the educational, professional and general abilities of the personnel in different grades and positions. It is called performance award.



17.3.1 Factors Determining Compensation

The determination of a rational compensation policy is dependent upon not only the internal issues of equity and job worth, but also on the larger issues of economy and society. In tourism sector the objectives of profitability, efficient service to the tourists, healthy relations with workers, less human resource turnover, better quality of work, high worker motivation are the major considerations governing the compensation policy of a firm. Human inquiry, socio-economic equity and financial capacity are the prime factors determining the designing of a compensation plan. In the light of the objectives explained above, it can be said that the management should give weightage to internal and external factors in designing the employee compensation package. Internal factors mainly include proportion of labour cost to total cost, types of skills required, technological changes and their effect on job content, and individual productivity. External factors include earning capacity and financial position, stability of business and future prospects, conditions in the market, trade union policies and attitude, and prevailing wage levels in the adjoining area and similar industry. Some of these factors are described below in brief :

1. **Productivity:** Productivity represents the contribution of the workers towards increased output. Compensation to workers should be commensurate with their productivity. Wages are fixed and further raised in proportion as the output rate increases. Productivity is the yard-stick of labour efficiency; wages linked would provide incentive and stimulus for quicker, accurate and higher performance. This practice would also help the firm in keeping close grip over costs a careful assessment in this regards is required to avoid labour unrest.

2. **Comparative Wages:** The going rate for a job is its market rate and many will claim that a job is worth what the market says it is worth. Comparative wage levels are used both, by workers and management to prove their contentions in any bilateral negotiation for salary fixation. Salaries paid by competing firms for particular type, quantity and quality of work are compared and categorised and accordingly salary in a given firm is fixed around the comparative levels.

3. **Individual needs:** Salary is often fixed with a view to enable the worker to meet his needs. The salary should be sufficient as to sustain the worker and his family and give the worker adequate purchasing power to possess the goods and services essential to satisfy his needs. Minimum wages legislation has been enacted to ensure that the workers get at least the minimum income to fulfil their needs. Unorganised sector of tourist industry faces problem of minimum wages.

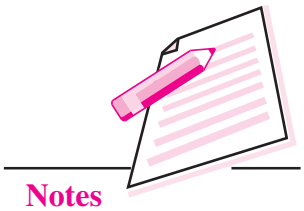
4. **Cost of living:** Changes in the cost of living determine the availability of real earnings to the workers to meet their needs. Higher cost of living erodes the purchasing power of the workers. Therefore, it is desirable to adjust the wage rates as per the variations in the cost of living. Money wages are not important to satisfy the workers' needs. Real wages matter most. Hence, money wages should be adjusted to keep the real wages intact.
5. **Ability to pay:** Fair wages are linked to the ability of the organisation to pay. Subject to minimum subsistence and assured productivity, salary is to be increased as the organisation's net profitability increases. If its earnings increase beyond the reasonable level of return on capital employed, workers are entitled to share the increased surplus. The fair level of profit should, however, be precisely determined first.
6. **Consumer demand and prosperity:** The salary should be increased in order to step up demand for the goods and eventually to stimulate higher production and employment. But the impact of higher salary is ignored. Arbitrary salary increases may bring about cost-spiral, price-inflation and consequent erosion of purchasing power.
7. **Labour legislation:** The government has always played a significant role in the determination of wages in the organised sector. There are a number of laws to ensure payment of a minimum wage payment on time. The government often appoints wage boards to determine the wages in particular industries Often labour courts and industrial tribunals are set up by the government to settle wage disputes by adjudication.
8. **Other factors:** In addition to the above factors the salary of an employee is influenced by his or her job performance, the worth of the job in the organisation, wage settlements in the industry, supply and demand for labour, external equity, changing pressures in the market etc.

17.3.2 Methods of Payment

You may compensate your employees on the basis of time rate system or payment by results. Various incentive plans are also in use in many organisations. Let us look at these systems in brief.

Time Rate System

Under this system the employees are simply paid a predetermined rate per week, or hour for the actual time they have worked. The basic rate for the job can be fixed by negotiations, by reference to local rates, or by job evaluation. Time wages are generally taken to mean the sum total of an hourly rate times the



number of hours worked. The actual earnings due to the worker obviously depend on the time he engages himself with the work given to him. Rates and units of time vary according to the grades of employees. The higher the grade of the employee, the longer is the unit of time. Rate also varies according to the grade of the workers. Higher salary scales are provided for skilled, supervisory and managerial grades. Time scales are laid down for various categories of personnel so that they are compensated in suitable terms for their skill, executive responsibility, administrative decisions which their position calls for.

The payment on time basis is the time-honoured method because of its simplicity and easy intelligibility to the personnel. Wage calculation and administration is easier. It provides a guaranteed minimum remuneration on the basis of time for which they have worked, irrespective of the output turned out by them. Since there is no hurry in increasing the output, workers can focus on quality of product or service.

But the greatest drawback of this method is lack of incentive for higher productivity. It does not make any distinction between meritorious and mediocre workers of a specified category and pays them uniform rates. Due to absence of direct linkage between the output and the rate of wages of worker, time rate wages may not allow exceptional employees to earn as much as they might under other systems. There will also be uncertainty as to the possibility of producing enough to cover the elements of cost including the labour costs. Employees will slow down the rate of production, in order to prolong the work process, which will have deterrent effect on output levels and overhead costs. Time wages will also not provide workers the needed incentive to them to maintain and improve the quality of the output. Close and constant supervision and timely executive action, will become inevitable to secure reasonable contribution from the workers in terms of quantity and quality of the product

Payment by Results System

Under this system the pay or part of the pay is related to the number of items a worker produces or the time he takes to do a certain amount of work. Wages are related directly to the skill, effort and results realised by respective employees. Standardised piece of work or job is assigned to the workers and wages are paid on completion of the job concerned with them. The piece rate wage in its simplest from represents a payment of so much per unit processed. In piece work system the payment is made for the amount of work performed and not for the time expended. Job capable of being measured in physical terms is standardised and a rate per piece is agreed upon.

Incentive for higher rate of output is the most marked feature of this method. Merit, skill and talents are directly rewarded according to results scored in performance of the jobs. Output targets call is reached with greater degree of

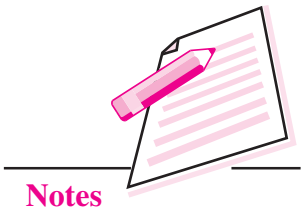
certainty by linking wage payments with the jobs completed by the workers. This method virtually eliminates the tendency of go-slow policy on the part of workers because slower the rate of production, lower will be the wages accruing to them. Due to the linkage of wages to output the need and responsibility of supervision would be reduced. As the piece-wage system sustains and stimulates higher production, the cost per unit of output tends to decline with every increase in production. Recording and cost-accounting would be easier. Piece rates simplify the measurement of labour costs and permit ready forecasting of such costs.

However under the straight piece-wage plan, no minimum remuneration is guaranteed. Beginners and average workers will not be able to earn reasonable wages because of their inability to complete the work as fast as their experienced counter-parts do. Since workers are prone to step up quantity as much as possible to earn more wages, quality of work is likely to be ignored. Piece rates cannot be adopted in new processes where production levels are not precisely assessed and determined. Since capacities of workers widely differ, their earnings as per piece-rates also vary widely causing dissatisfaction among them. Trade Unions very often oppose this system on ethical ground that it will lead to rivalry among workers and destroy brotherly feeling among them.

Piece wage method can be justifiably adopted, when units of output are readily measurable; an explicit relation exists between employers efforts and the quantity of output; the job is scientifically standardised, the flow of work is regular and consistent and when breakdowns are the least; quality considerations are comparatively less significant than quantity targets; and it becomes inevitable to forecast accurately the labour costs per unit.

Incentive Plans

Often wage incentives are used for effective utilisation of manpower, which is the cheapest, quickest and surest means of increasing productivity. The only practical and self sustaining means of improving manpower utilisation is to introduce incentive schemes and stimulate human effort in order to provide a positive motivation to greater output. Incentive, of course, means the rise of wages as per increase in out-put per worker. Incentive plans envisage a basic rate usually on time basis applicable to all workers and incentive rates payable to the more efficient among them as extra compensation for their meritorious performance in terms of time, costs and quality. The incentive rates may take the form of bonus or premium. A few important incentive plans intended to include higher output, better quality and careful working on the part of the employees are Halsey Plan, Rowan Plan, Taylors Differential Piece Wage Plan, Gantts Task and Bonus system, one hundred per cent premium plan, Merriclk Multiple Piece rate plan, Emerson's Efficiency Plan and Bedaux points Plan.



From the above point of view, piece rate is the most important incentive scheme. But in practice the word 'incentive' is used in the sense of providing extra remuneration to those who show better performance, who complete the work in less time or who has been responsible for reduced costs, etc. Incentive method usually implies the payment of a guaranteed minimum irrespective of the output plus additional remuneration for larger output, time saved, costs reduced and better workmanship. Many incentive plans constitute mostly the combination of Time and Piece rate systems of remuneration. The objectives of incentive plans are to assure a minimum sum of earnings to give sufficient scope for talented workers to increase their emoluments through quicker, economical and superior performance and to establish a reasonable link between labour costs and output.

INTEXT QUESTIONS 17.3

1. What constitutes workers' compensation?
2. What are the factors that determine the compensation package for employees?
3. How are workers paid?

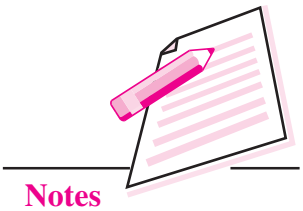
WHAT YOU HAVE LEARNT

- Training is considered as better policy as, retention has a lower cost output to the company. Since people are not moulded to specifications and rarely meet the demands of their jobs adequately, even the most careful selection does not eliminate the need for training, particularly when jobs have become more complex. It is necessary to raise the skill levels and increase the versatility and adaptability of employees. Training and development is an activity that an organisation must commit its resources to, if it is to maintain an efficient workforce. It involves changing of skills, knowledge, attitudes or social behavior by changing what employees know, how they work and their attitudes towards their work.
- In all diverse sectors and services of tourism industry, trained manpower is needed at all levels to handle the tourism infrastructure and serve tourists. Particular emphasis should be on training the gross-root and supervisory level personnel as they are the ones having direct contact with tourists. Skilling and re-skilling would remain the key to success in tourism sector and all the human resources would need to have updated knowledge. To be sure that training and development efforts yield desired results and the valuable time and money of the organisation on these programmes is not wasted, each training programme should have a provision for evaluation.

- Every organisation has to ensure that it pays a fair remuneration to the workers at all levels proportionate to their role and performance in the assigned duties. For management wages are significant element of total cost, promoter workers' efficiency and morale and determinant of workers' loyalty to the firm. For the employees, these are the source of their income, a means of their livelihood, an instrument for maintaining and raising the standard of living of workers. A fair compensation mechanism aims at stimulating quantity and quality of work, ensuring reasonable standard of living, maintaining discipline among the workers and preserving industrial peace.
- Comparative lower wages in tourism organisations restrict the entry of talent, lead to constant job hopping, encourage under hand measures like tips and commissions and result in exploitation of tourists. In such situations the ultimate sufferer is the destination, the organisation and the tourists.
- While designing the employee compensation package, management should give weightage to proportion of labour cost to total cost, types of skills required, technological changes and their effect on job content, individual productivity, organisations' earning capacity and financial position, stability of business and future prospects, conditions in the market, trade union policies and attitude, and prevailing wage levels in the surrounding area and similar industry.
- As the success of any tourism enterprise depends on the knowledge, skills and attitude of its human resources, it should plan, develop and administer an efficient system of compensation which is equitable to the employer and the employee. An ideal compensation plan should reconcile the interests of workers, management and the community at large, enable the workers and their families to lead a decent living, be commensurate with the capacity of the industry to pay, reward good performers, be sufficiently flexible to permit adjustments, be simple to explain, understand, operate and control and ensure that the organisation can recruit the quantity and quality of staff it requires.

TERMINAL EXERCISE

1. How would you determine the training needs of a tourism organisation? Contrast the values of on-the-job training with off-the-job training for tourism managers.
2. Analyse the need for management development. Do you think the executive development programmes now followed in Indian tourism industry are adequate?



3. What constitutes compensation for workers? Which factors determine the pay packet of workers?
4. Describe the merits and demerits of various methods of wage payment?

ANSWER TO INTEXT QUESTIONS

17.1

1. Training is defined as a continuous learning process in which an employee acquires knowlege, professonal skill and improves attitude and behaviour.
2. There are different training methods like on-the-job taining, off-the-job training and role playing seminar, luctures, audio visual techniques etc.
3. Following are the key issues which need to be addressed while evaluation of training programmes
   (i) Place – Indoor/Outdoor
   (ii) Audio Visual Aids
   (iii) Relevent Training Material
   (iv) Facilities, Time schedule.

17.2

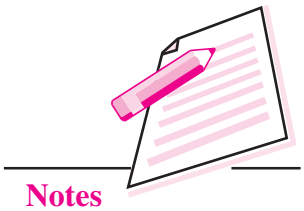
1. The need for training arises because it results in improvement in overall efficiency, productivity, quantity and quality of goods and services produced, economical use of resources, reduction in the cost of production, improved employee morale, loyalty and job satisfaction, reduction in accidents, wastage, spoilage and damage to machines and equipment, reduction in absenteeism and labour turn over, reduction in supervisory burden, adopting employees to new work methods, improvement in personal growth and promotional prospectus of employees and improvement in customer care.
2. Four on-the-job methods of training are:
   I. Training on the Job
   II. Apprenticeship
   III. Demonstration and examples
   IV. Job rotation
3. The purpose of management development is to ensure availability of required number of managers with requisite skills to meet the present and anticipated future requirements of tourism business, encourage managers to grow as

persons and in their capacity to handle greater responsibility, improve the performance of managers at all levels and sustain improved performance of managers throughout their careers.

4. The main methods of management development are:
   I. Case Study
   II. In-basket Exercises
   III. Management Games
   IV. Sensitivity Training
   V. Transactional Analysis
5. Sensititivity training is about making people understand about themselves and others reasonably, which is done by developing in them social sensitivity and behaviour flexibilities. It is the ability to behave suitably in the light of understanding.
6. Basic difference between training and delveopment is –
   (i) Training helps to make the employees of a company to be more effective and efficient in their present role and responsibilities.
   (ii) Development helps to improve the overall personality dimension of an employee to take up any future assignment if any and better equipped to handle the critical situation.
7. The inbasket exercise measures admistrative skills that are critical for effective preformance in supervisory and managerial jobs. The trainee gets hands in all the job reality of a manager.

17.3

1. Compensation for the workers comprises basic pay, dearness allowance, house rent allowance, city compensatory allowance, annual statutory bonus and incentive bonus, leave travel allowance, provident fund, gratuity, group insurance schemes, pension fund, ESIS, accident and death compensation, leave with pay, education allowance, housing and medical benefits, paid holidays etc.
2. In the tourism sector the objectives of profitability, efficient service to the tourists, healthy relations with workers, less human resource turnover, better quality of work, high worker motivation are the major considerations governing the compensation policy of a firm. In the light of these objectives, management should give weightage to internal and external factors in designing the employee compensation package. Internal factors mainly include proportion of labour cost to total cost, types of skills required,



technological changes and their effect on job content, and individual productivity. External factors include the earning capacity and financial position, stability of business and future prospects, conditions in the market, trade union policies and attitude, and prevailing wage levels in the adjoining area and similar industry.

3. Employees are compensated on the basis of time rate system, payment by results or on the basis of various incentive plans. Under **time rate system** employees are simply paid a predetermined rate per week, or hour for the actual time worked. The basic rate for the job can be fixed by negotiations, by reference to local rates, or by job evaluation. The actual earnings of the worker obviously depends on the time he engages himself with the work given to him. Higher salary scales are provided for skilled, supervisory and managerial grades. Under the **piece rate system** the pay is related to the number of items a worker produces or the time he takes to do a certain amount of work. Wages are related directly to the skill, effort and results realised by respective employees. This method can be justifiably adopted when units of output are readily measurable; an explicit relation exists between employers' efforts and the quantity of output; the job is scientifically standardised, the flow of work is regular and consistent and when breakdowns are the least; quality considerations are comparatively less significant than quantity targets; and it becomes inevitable to forecast accurately the labour costs per unit. Often **wage incentives** are used for effective utilisation of manpower, which is the cheapest, quickest and surest means of increasing productivity. Incentive plans envisage a basic rate usually on time basis applicable to all workers and incentive rates payable to the more efficient among them as extra compensation for their meritorious performance in terms of time, costs and quality. The incentive rates may take the form of bonus or premium.

Notes

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18

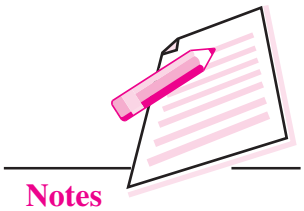
COMMUNICATION AND PERSONALITY DEVELOPMENT

The present age is the 'Age of Communication and Information.' The importance of communication has been greatly emphasised by all management experts. Communication, like birth, death, growth and decay, is a part of individual life as well as organisational existence. Think for a minute or two and imagine, is human life possible without communication. The answer definitely would be no. Human beings have a forceful urge to communicate with each other. Communication gives meaning to human life otherwise life would be impossible without communication. As a tourism professional you need to explain your ideas and make people understand your ideas, you need to sell your services to your client or customer. As managers you need to spend most of the time in communicating with your superiors, subordinates, colleagues, customers or suppliers. Further, for being an effective professional, you need to develop a right mix of personality, developing customer contact, feedback and loyalty schemes to attract and retain customers and create an environment that encourages and values the contributions of team building. This lesson addresses these issues in greater detail.

OBJECTIVES

After studying this lesson, you will be able to:

- describe the meaning, types and barriers to communication;
- identify how to the participate in meetings and interviews;
- develop your public speaking and oral communication skills;
- develop written communication skills;
- discuss the importance of preparation of communication material;
- highlight the role of customer care management;



- discuss the traits and factors determining personality and
- understand the role of team building.

18.1 CONCEPT AND MEANING OF COMMUNICATION

Man is a communicating animal; he alone has the power to express in words, sight, sound, touch, smell and taste as modes of exchange of messages. Communication is the act of conveying information for the purpose of creating a mutual understanding: it is something that humans do every day. In simple terms, communication means sharing of information whether written or oral. Humans convey information through a variety of methods like speaking, writing, email, gestures, facial expressions and body language etc. However, all forms of communication require the same basic elements: a speaker or sender of information, a message, and an audience or recipient. The word "communication" is derived from the Latin word '*communis*' which means to share or to make common. It is a process of exchange of facts, ideas, and opinions and a way through which individuals or organisations share meaning and understanding with one another. In other words, it is a transmission and interaction of facts, ideas, opinion, feeling and attitudes.

Let us go through some of the definitions given by tourism management experts presented in the box.

18.1.1 Definitions of Communication

Communication is an exchange of facts, ideas, opinions, or emotions by two or more persons. **(Newman and Summer)**

Communication in its simplest form is conveying of information from one person to another. **(Hudson)**

Communication is the process of transmitting and receiving verbal and non-verbal messages. **(Murphy)**

18.1.2 Features of Communication

- It is a process which involves at least two persons, one who wants to send a message and the other who receives the message.
- The process of communication is incomplete unless the receiver understands the message sent to him or her and gives feedback.
- The purpose of communication is to create understanding in the mind of receiver.
- Communication is a continuous process.

18.1.3 Process of Communication

The process of communication comprises following steps:

- **Sender:** The person who desires to convey the message is known as sender.
- **Message:** It is a subject matter of any communication. It may involve any fact, idea, opinion or information. It must exist in the mind of the sender if communication is to take place.
- **Encoding:** The communicator of the information organises his idea into series of symbols which he feels will communicate message to the intended receiver or receivers.
- **Communication Channel:** Communication channel is the medium through which the message passes. It is the link that connects the sender and the receiver.
- **Receiver:** The person who receives the message is called receiver or receiver is the person to whom message is sent by the sender. The communication process is incomplete without the existence of receiver of the message. It is the receiver who receives and tries to understand the message.
- **Decoding:** Decoding is the process of interpretation of an encoded message into the understandable meaning. Decoding helps the receiver to derive meaning from the message.
- **Feedback:** Communication is an exchange process. For the exchange to be complete the information must go back to the one from where it started (or sender), so that he can know the reaction of the receiver. The reaction or response of the receiver is known as feedback. ***Decoding***

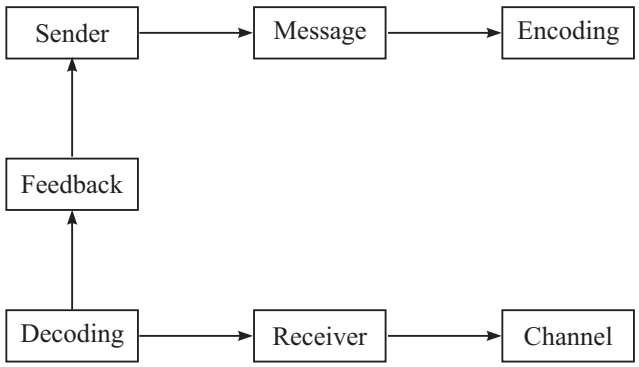
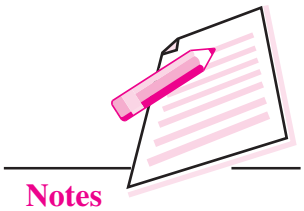


Fig. 18.1 Communication Process

18.1.4 Barriers to Communication

Barriers are obstacles or roadblocks that interrupt or block communication and prevent transfer of message from sender to receiver. Various barriers to communication are discussed as under:



Noise

Noise is quite often a barrier to communication. It refers to the 'unwanted' signals of messages which interfere and disturb the reception of the wanted signals. For example in a factory if a worker wants to send a message to another worker, the noise of machines will distort the oral message which the worker wants to communicate.

Distance

The distance between the sender and the receiver can also become a barrier. It can happen if the technical devices of communication such as telephone are not available. Humans can hear up to a particular level of distance and beyond that the capacity to hear any sound is not possible. For example if your friend is calling you from a far off distance you won't be able to hear him because of the distance.

Information Overload

Information overload refers to receiving huge number of messages (phone calls) at a particular point of time. For example, if a receptionist at a hotel receives more than 20 phone calls in five minutes time you can imagine how many among the twenty callers he/she can attend and communicate.

Language

Language facilitates understanding, but it can also prove to be a barrier to communication. Take the example of an English speaking tourist in a foreign country. If the tourist talks only in English in a non English speaking country, he/she will fail to communicate effectively.

Medium of Communication

The various medium for communication are oral, written, audio, visual and audio-visual. If the sender uses a medium with which the receiver is not familiar, the medium itself becomes a barrier. For example, if a travel agent gives maps, charts to the tourist guides who have not been taught to read maps, the agents will be in great trouble.

ACTIVITY 18.1

Think of a five star hotel you are familiar with and outline an ideal communication process.

Notes

INTEXT QUESTIONS 18.1

- Explain the importance of communication in tourism industry.
- Imagine you have to talk to a foreign tourist. What barriers can interrupt your communication.

18.2 ORAL COMMUNICATION

It would be impossible for an organisation to function without communication be it oral or written. In our daily life we communicate more orally than in written words. Sharing of ideas, exchange of words orally or verbally is referred to as oral communication. It involves exchange of messages through spoken words. It is a process in which a speaker interacts verbally with a listener. Oral communication may take place in face to face talk (like in meetings and conferences) or through devices like telephones. The other examples would be a lecture in a class room, a speech in a public gathering, a talk by a tourist guide at a famous tourist place etc.

Advantages

- It provides immediate feedback.
- It provides an opportunity for a dialogue.
- It is fast and saves time.
- It is economical as it involves less cost.
- It is flexible.

Disadvantages

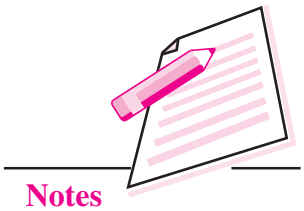
- It is less reliable and can lead to misunderstanding if the message is not clear
- It does not provide record or reference.
- It is not suitable for lengthy messages.
- It can be influenced by the behaviour of both sender and receiver.
- The chances of distortion are very high.

18.2.1 Seven Cs of Oral Communication

For oral communication to be effective, you must remember the following seven Cs of oral communication:

Clear

An oral communication becomes effective when the message is clear for the audience or receiver. Oral messages are often misunderstood because the



speakers fail to talk clearly. So, for this purpose clear pronunciation is very much required. To minimise this kind of problem, a speaker should try to work out on different, lengthy and unusual words for clear pronunciation.

Concise

Many people enjoy while talking and sometimes oral communication suffers from the problem of over communication. But when a speaker keeps on talking for long, their message gets distracted. So it is advisable to try to keep the message as brief as possible without changing the real message.

Complete

Completeness is required in all forms of communication. While communicating with others, you should make sure that you pay attention to the five W's: Who, What, When, Where, Why.

Correct

In oral communication correctness means the source of information or from where you get information is right or trustworthy source. Authenticity of the source generates faith in the speaker and people listen to him carefully.

Concrete

For making oral communication effective, speakers should use specific facts and ideas and also avoid exaggeration of any information. Try to choose appropriate words which do not offend/impact a particular individual, society, culture or nation.

Courtesy

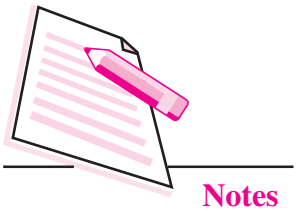
Courtesy refers to the use polite words for oral communication. Try to avoid irritating expression, sincerely apologise for any mistake, do not use any discriminatory expressions which are related to individual people, race, ethics, origin, physical appearance etc.

Candidness

Candidness means that the message should be straight, open, frank, outspoken. At the same time it should not hurt a particular person.

Oral Communication Skills

Oral communication means communication through mouth. It includes individuals speaking to each other, be it direct conversation or telephonic conversation. Oral communication occupies an important place especially in business organisations



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where you need to inform people about your business ideas, products and services, benefits etc. Presentations, Meetings and public speeches are forms of oral communication. Presentations being a kind of oral communication are mostly used in almost all business organisations to communicate with the business partners, customers etc. The present section shall discuss how to make effective presentations, convene meetings and how to deliver public speeches.

Making Presentations

The main purpose of presentation is to inform, to persuade the audience to act and to create reputation in the eyes of the audience. A good presentation should have good subject matter, should match with the objective, should best fit the audience and should be well organised.

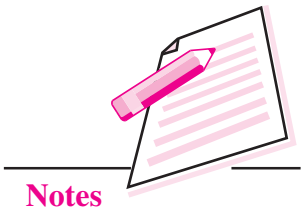
Developing Presentations

To make a good presentation you need to develop a good presentation. Following are the steps to develop a good presentation.

Step I Decide the Topic
Step II Collect Material
Step III Prepare and revise the first draft
Step IV Insert Graphics and Pictures
Step V Make a final draft
Step VI Practice your presentation
Step VII Make final presentation

The following points help in delivering a good speech or a presentation.

- Know your audience first.
- Presentation should be concise and should focus on the topic.
- Convey the required information.
- Look calm and relaxed throughout.
- Maintain eye contact with the audience.
- Use graphics and pictures where ever required (in case of presentations).
- Use short and simple words.
- Smile if it comes naturally.
- Adjust your volume or tune as per the situation.
- Maintain interest of audience. You can also make use of humour and positive quotes.



18.3 MEETINGS

A meeting is a get-together of a group of persons who meet to discuss ways and means to deal with a specific time bound task assigned to the group. The members of the group share common experience, common concern and common interest. A meeting is a formally arranged gathering for the purpose of discussing an issue concerning a large number of persons.

18.3.1 Objectives of meeting

A meeting may have any of the following objectives:

- To inform and explain the information to the members.
- To understand the situation.
- To get feedback from the members.
- To exchange ideas and experience among the members.
- To persuade members to accept changes.
- To resolve conflicts and confusions.
- To generate a positive attitude among the participants.

How to convene a meeting

The process of convening a meeting mainly involves following three steps.

Step I: Notice

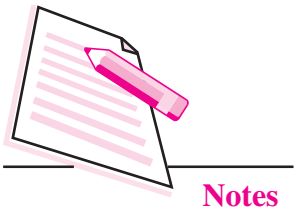
A notice (information about a meeting) is served to the concerned persons. The notice informs the members about the date, time and place of the meeting, the issue to be discussed in the meeting.

Step II: Agenda

An agenda is a list of topics to be discussed in a meeting. A copy of the agenda of the meeting is sent to the members so that only the relevant points are discussed in the meeting.

Step III: Minutes of the Meeting

During the course of meeting, the items or topics listed in the agenda are discussed serially one by one. All the participants express their views/opinions and discuss amongst themselves the pros and cons of each item of agenda. Finally, they arrive at some conclusions or decisions, which are always kept on official records. We call them as minutes of a meeting.



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18.3.2 Interviews

How to face an Interview

- Pre Plan: Successful delivery depends on preparation. Invest time and effort in rehearsals. Get your friend or partner to ask questions. Think about how you will respond to tough or hostile questions by developing and practising clear, honest and appropriate answers.
- Be in control of the interview. Be the first to speak by assertively introducing yourself and initiating a handshake.
- Minimise distractions. Turn off your cell phone.
- Make eye contact with the panellist. Holding eye contact is critical to projecting a positive and confident image. Looking down can make you seem un-cooperative.
- Do not repeat an interviewer's negative comment as you respond to a question. Always frame answers in a positive way.
- Avoid jargon, industry language and acronyms. It is important to speak in the terms everyone can understand.
- Never speculate. If you don't know the answer, say so and promise to do your best to find out the correct answer and get back to them.

ACTIVITY 18.2

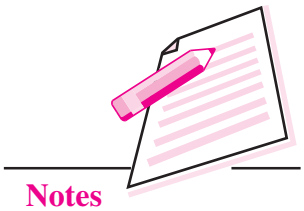
1. Develop a presentation which could be presented to attract tourists towards a tourist destination.
2. Identify various communication networks found in your organisation. Which is the most effective one? And Why?

INTEXT QUESTIONS 18.2

1. Explain five Cs of oral Communication.
2. Suppose you are asked to convene a meeting. How will you proceed?

18.4 WRITTEN COMMUNICATION

Exchange of words, ideas or transmission of messages in written form is referred as written communication. Just as it is impossible to think of social life without communication, it is equally impossible to think of business or an organisation



without written communication. Written communication is an essential part of organisational life. Written communication in organisations includes letters, memos, agenda, manuals, handbooks, reports, etc.

Advantages

- It is taken more seriously.
- It is more suitable when the message is very long.
- It helps in maintaining proper records.
- It is accurate and clear.
- It can be sent to a large number of persons at the same time.
- It provides clear cut guidelines to one and all.

Disadvantages

- It is time consuming and a costly process.
- Immediate feedback is not possible in written communication.
- It is rigid and lacks the personal touch.
- Errors in drafting can create misunderstanding.
- It is difficult to maintain secrecy.

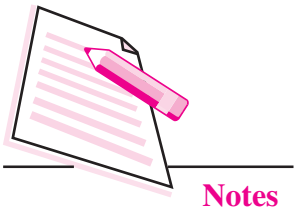
Distinction between Oral and Written Communication

Oral Communication	Written Communication
• Messages are exchanged verbally	• Messages are expressed in written words
• Messages are exchanged quickly	• Exchange of messages takes time
• Easy to maintain secrecy	• Difficult to maintain secrecy
• More useful for short messages	• More useful for long messages
• Provides no record	• Provides record and reference
• It may not be precise	• Can be expressed precisely

18.4.1 Seven Cs of Written Communication

To ensure effective written Communication experts suggest that a careful thought of the following seven Cs. The seven Cs are: *Concise, Clarity, Completeness, Consideration, Courtesy, Correctness and Concreteness*.

Let us discuss all the seven Cs one by one:



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- **Clarity**

  We would be able to ensure effective written communication if the objective of the message is clear, the content to be transmitted is meaningful and the medium of communication is appropriate. Use of simple words is also advised for effective written communication.

Use	Do not use
Pay	Compensate
Help	Facilitate
Use	Utilise

- **Completeness**

While communicating you should ensure that as a sender you answer all the questions asked. You should check: what, who, when, why and where of the message which you intend to send.

- **Conciseness:** The message to be communicated should be as brief and concise as possible. Only simple and brief statements should be made.
- **Courtesy**

  Courtesy means you should create friendliness while communicating. Irritating words and expressions should be omitted. For example, words like 'You neglected', 'You are irresponsible', 'You are unaware' should be avoided. Instead it would be courteous to apologise sincerely for a mistake or omission or thank someone enormously for a favour.

- **Correctness**

  The message should consist of correct facts and should be sent at the correct time. It is also important for effective written communication that the sender uses correct format for the communication.

- **Concreteness**

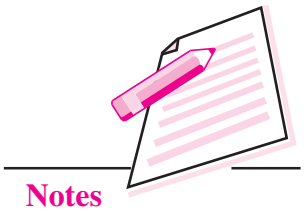
  In order to make written communication more effective exaggeration should be avoided. The message should be specific, crystal clear and to the point.

- **Consideration**

  Consideration means that while communicating you should adopt you-attitude rather than we-attitude and also avoid gender bias. For example use words like:

  – ***Thank you for your kind help*** instead of ***I want to express my thanks for the help.***

  – ***Chairperson*** *instead of* ***Chairman.***



18.5 PRINCIPLES OF EFFECTIVE WRITING

Unity

Unity of writing implies a condition of being one. The principle of unity applies at three levels. First, the individual sentences must be unified. Second, the individual paragraph must be unified. Third, the totality of the message must be unified.

Coherence

To achieve clarity in a written communication the principle of coherence should be adopted. Relation and clarity are two important aspects of coherence. The principle of coherence applies to sentences, paragraphs and to the message as a whole.

Avoid Jargons

As far as possible, the writer should avoid jargon. Jargon is a language which is special to science, commerce, technology, trade or profession. In private communication with persons in the field, jargon may be incorporated. In other cases, jargon can be used, only if the words used are clear to others as well.

Accuracy

The subject matter must be correct and accurate. The manner in which the message is transmitted must be correct. Accuracy in writing can be achieved by careful checking and editing.

Briefness

Writing should be brief using few words for many. Briefness saves time and also gives grace to the writing. Business communication must be brief and direct.

Business Letters

Letter writing is an art. Even though letters have transformed into e-mails and SMS, it is still respected as an art; only the medium has changed. Letters can be broadly classified in two categories-formal letters and informal letters. Formal letters comprise official letters, business letters; letters of complaints, applications, letters to editors etc, informal letters include letters that are written to our friends and family.

The following basic rules need to be followed while writing formal letters:

- Full name, address and date.
- Correct name and the designation of the person you are writing to.

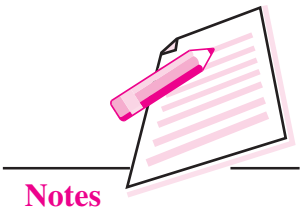
- Start the letter with 'Sir/Madam' or 'Dear sir/Madam' and then mention the name and the address.
- State the purpose of the letter in one line titled 'Subject' before beginning to write the letter.
- The letter should be very precise, giving only the information, which is required.
- The letter should clearly state action/information required/supplied or action to be taken.
- End your letter politely by using phrases like 'Thanking you, 'Yours faithfully/Sincerely (Name).

18.5.1 Structure of a Business Letter

The elements of structure or parts of a letter are the following:

1. Heading	The name and address of your company
2. Date	The date on which the letter is being written
3. Reference	If you are writing a letter in response to a letter
4. Inside address	The full address of the person/organisation you are addressing the letter
5. Attention lines	To ensure prompt action e.g Attention In charge Hospitality
6. Salutation	Dear Shri Ram Kumar, Dear Smiti Kalpana Madam
7. Subject	It is the purpose of the letter
8. Body	The message
9. Complimentary close	Yours faithfully or Yours obediently Yours respectfully, Yours truly
10. Signature	Yours faithfully (Ram Kumar)
11. Enclosure	If there is any attachment to the letter

The seven C's of written communication discussed in the earlier section shall also be taken in consideration while writing a business letter.



ACTIVITY 18.3

Write a business letter requesting a five star hotel to book a room for your CEO.

INTEXT QUESTIONS 18.3

1. Name the principles of effective written communication.
2. What are the components of a business letter?

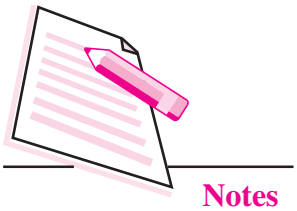
18.6 CUSTOMER CARE MANAGEMENT

Customer Care refers to systems in the business that maximise customer satisfaction with business. Customer care is a crucial element for the success of every business. Every contact your customers have with your business is an opportunity for you to improve your reputation with them and increase the likelihood of further business. Customer care is more important in some roles than others. It is of more direct importance in tourism. For receptionists, salesmen, front line executives in hotels and other employees who interact with customers directly on a daily basis, customer care is a core element of their job description and training, and a core criterion for their recruitment. For tour operators to be successful, to attract and retain clients, they must provide good customer care. Customer care is also important in other areas of business. For instance, warehousing and shipping departments may have minimal contact with customers but their performance when fulfilling orders has a major impact on customers' satisfaction with their business. In the supply chain industry the warehouse, dispatch, transport and call centre divisions are all part of the customer care function. These functions are responsible for delivering the right product, at the right place, at the right time and in the right quantities, resulting in either a satisfied or unsatisfied customer.

Customer care management involves putting systems in place to maximise customer satisfaction with the business. It should be a prime consideration for every business. Your sales and profitability depends on keeping your customers happy. It explains how you use customer contact, feedback and loyalty schemes to retain existing customers, increase your sales to them and even win new customers. It also implies how to prepare for receiving a customer complaint.

Several factors are considered essential to customer care management. Some important factors are the following:

- Understanding of a customer's needs.
- Matching of product or service to the customer's needs.



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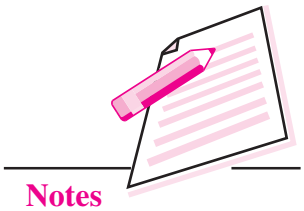
- Providing value for money in product or service.
- Ability to keep customers well informed.
- Reliability and efficiency in fulfilling orders.
- Level and quality of after-sales service provided.
- Efficiency of dealing with customer complaints.
- Level of customer feedback.
- Implementation of customer loyalty schemes.
- Professionalism, efficiency and friendliness of employees.

In tourism business, management of a high level of customer care often requires one to find out what customers want. Information about your customers and their requirements is available from many sources, including the following:

- Customers' order history
- Records of their contacts with your business - phone calls, meetings and so on.
- Direct feedback from customers about your existing range and about what they think/want.
- Changes in individual customers' order patterns.
- Changes in the overall success of specific products or services.
- Enquiries about possible new products or services.
- Changes in the goods and services of your competitors.
- Feedback and referrals from non-competitive suppliers.

Once you have identified your best potential customers, you can target your highest levels of customer care towards them. It's important that you draw up a plan about how customer information is to be gathered and used in your business. Establish a customer-care policy. Assign a senior manager as the policy's champion but make sure that all your staff is involved, often the lower down the scale you go, the more direct contact with customers there is.

Where possible, put systems in place to assess your performance in business areas which significantly affect your customers' satisfaction levels. Identify Key Performance Indicators (KPIs) which reflect how well you respond to your customer expectations. For instance, you might track sales renewal rates, the number of queries about your products or services, the number of complaints about your employees ,the number of damaged or faulty goods returned, average order-fulfilment times ,the number of contacts with a customer each month ,the



volume of marketing material sent out and responses generated ,time taken from order to delivery etc. Your customers and employees will be useful sources of information about the KPIs which best reflect key customer service areas in your business. Make sure the things you measure are driven by how your customers would like to see them run.

There are important areas of customer service which are more difficult to measure. Many of these are human factors such as a receptionist's telephone manner or a salesperson's conduct while visiting clients. In these areas it's crucial that you get feedback from your customers about their perceptions of your customer service. Customer surveys, feedback programmes and occasional phone calls to key customers can be useful ways of increasing communication with customers. They can represent great opportunities to listen to customers and to let them know more about what can be offered to them. From your telephone etiquettes, to the efficiency of your order-fulfilment systems, almost every aspect of your business affects the way your customers view your business. Even though we live in a business world that is driven by online technologies such as e-mail, a phone call can be just as powerful tool. There are however, some specific programmes you can put in place to increase your levels of management of customer care. There are several training programmes available for effective customer care management. Business training, motivational talks and corporate seminars can improve the level of customer care.

Customer feedback can provide with detailed information about how the business is perceived. It's a chance for customers to voice objections, suggest changes or endorse the existing processes, and for you to listen to what they say and act upon it. Feedback is most often gathered using questionnaires, in person, over the telephone or by mail. The purpose of customer contact programs is to help you deliver tailored information to your customers. Contact programs are particularly useful for reactivating relationships with lapsed customers.

While good service is the mantra for generating customer loyalty, sometimes new relationships can be strengthened or old ones refreshed, using customer loyalty schemes. These schemes use fixed or percentage discounts, extra goods or prizes to reward customers for behaviour that benefits your business. These can also be used to persuade customers to give you another try if you feel you have successfully tackled past problems with your customer service. Rewards can be offered on the basis of repeat customer, cumulative spending, orders for large quantities or with a high value, prompt payment, length of relationship etc. For example, a travel agency might offer free local transport service if a tourist opts for the deluxe hotel accommodation. Hotels can provide key customers with loyalty cards that entitle them to a discount on their repeat visits.

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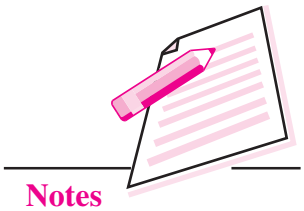
You need to remember that customers' view of the overall service one provides will influence their loyalty much more than short-term rewards will. The aim should be to build a solid long-term relationship with the customers rather than to earn quick money. Satisfied tourists will contribute to your business for years, through their purchases and through recommendations and referrals of your tourism business.

The existing customers are among the most important assets of business. Caring for customers and ensuring they enjoy a high quality service is all about putting people first. It is worth taking steps to make sure that they are satisfied with the service they receive. There are a number of techniques you can employ. They may include the following:

- providing a free customer helpline;
- answering frequently asked questions on your website;
- following up sales with a courtesy call;
- providing free products that will help customers make the most of their purchases;
- sending reminders when services are due; and
- offering preferential discounts to existing customers on further purchases.

There may be times when things do not quite go right. You need to be ready to deal with them. Every business has to deal with situations in which things go wrong from a customer's point of view. You should not be dismissive of your customer's problems, as a tourist with a complaint represents a genuine opportunity for your business. It may be a request for additional help. If you handle the complaint successfully your customer is likely to prove more loyal to you .Your complaining customer may be alerting you to a problem experienced by many others who silently took their custom elsewhere. Complaints should be handled courteously, sympathetically and swiftly. You need to deal with feelings and emotions first and then with the problem. Do take the complaints seriously even when you think these are unreasonable or exaggerated. Your method of dealing with customer problems is one more way to stay ahead of your competitors. Make sure that your business has an established procedure for dealing with customer complaints and that it is known to all your employees. To deal with customer complaints effectively take the following specific steps:

- Listen sympathetically to establish the details of the complaint,
- Be calm and stay in control and act businesslike which would can be cooling down tactic.
- Do not take the complaint personally so as not to get emotionally involved,



- Record details together with relevant material. Also ask the client to provide a report.
- Deal with written complaints immediately.
- Offer rectification by repair, replacement or refund as the case may be.
- Follow-up an action appropriately through an apology letter, phone call etc. But be careful about saying sorry.
- Report back to the client with a solution and secure an agreement from the client that the matter is closed.

INTEXT QUESTIONS 18.4

1. List various factors considered essential to customer care in tourism businesses.
2. From which sources can you collect information about your customers?
3. As a professional suggest ways of dealing with tourist complaints.

18.7 PERSONALITY

People generally believe that personality refers to personal appearance with a charming smile or outlook. But psychologists are of the view that personality is dynamic in nature and it is concerned with growth and development of a person's whole psychological system. Personality is defined as the combination of stable physical and mental characteristics that give the individual his or her identity. These characteristics include how one looks, thinks, acts, and feels. It can also be referred as the sum total of ways in which an individual reacts and interacts with others.

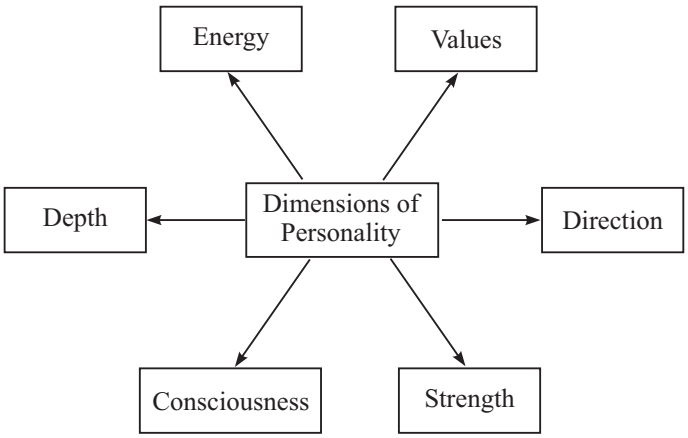


Fig. 18.2: Dimensions of personality

The word personality has its origin in a Latin word "*PERSONA*" that refers to a mask worn in a theatre. The mask worn would provide a hint to the audience about what to expect in the behaviour and attitudes of the character being displayed by the actor. If we want answer to questions like: why are some people quiet, while others are aggressive; why some people talk less and others are more talkative? The answer to these questions is PERSONALITY. Personality is the set of traits that distinguish one person from another. A man is born with certain physical and mental qualities and the environment further shapes his or her personality.

18.7.1 Personality Determinants

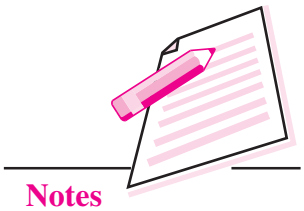
There are several factors that determine the formation or shaping of our personality. Among them the three major factors are:

Heredity

The genetic components inherited from our parents at the time of conception determine strongly the personality traits of an individual. The colour, height, physical statuture, facial attractiveness, temperament, muscle composition, inheritable diseases etc are considered to be inherited from parents. Research studies conducted on identical twins that were raised in different places over a long period of time and across different situations reveal that heredity plays a substantial role in determining the behaviour of individuals. If all personality characteristics were completely dictated by heredity, they would be fixed at birth and no amount of experience could alter them but research indicates that personality characteristics are not completely dictated by heredity.

Environment

The culture in which people are brought up and the type of socialisation process such as a family's child rearing practices, socio economic status of the family, number of children in a family, birth order, education of the parents, friends, religious practices, the type of schooling and recreational activities, etc play a critical role in shaping our personalities. For example, our parents mould the character of all children, almost from birth by expressing and expecting their children to conform to their own values through role modelling and through various reinforcement strategies such as rewards and punishments. Both the heredity and environment are equally important in determining personality characteristics of an individual. Heredity sets the parameters or outer limits, but a person's full potential will be determined by how well he or she adjusts to the demands and requirements of the environment.



Situation

The type of specific situation which a person encounters also equally shapes personality characteristics. For example, an individual's exposure to a job interview and the type of experiences encountered during that time will shape certain personality characteristics. Similarly, going for a picnic with friends and encountering the type of experiences whether pleasant or unpleasant will shape the personality characteristics of individuals accordingly.

18.7.2 Personality Traits

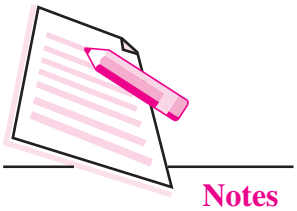
Research on identifying personality traits resulted in a long list of traits. However, the two approaches that are dominant in classifying the personality traits are Myers and Briggs Type Indicator (MBTI) and The Big Five Model.

The personality traits classified under MBTI model are:

- **Extroversion vs Introversion**: People who are *extroverts* are sociable, assertive and enjoy more frequent social interaction and feel energized after spending time with other people. *Introverts* are quiet, shy and enjoy deep and meaningful social interactions and feel recharged after spending time alone.
- **Sensing vs Intuition:** People who prefer sensing tend to pay a great deal of attention to reality, particularly to what they can learn from their own senses. Those who prefer intuition pay more attention to things like patterns and impressions. They enjoy thinking about possibilities, imagining the future and abstract theories.
- **Thinking vs Feeling:** Thinking people use reason and logic to handle problems. They tend to be consistent, logical and impersonal. Feeling types prefer personal values and emotions.
- **Judging vs Perceiving:** Judging people want control and prefer to be structured. Perceiving type are flexible and spontaneous.

The personality traits classified under the Big Five Model are:

- **Openness to Experience:** Extremely open people are creative, curious, and sensitive. Others are conventional.
- **Conscientiousness:** Such people have a tendency to show self-discipline, act dutifully, and aim for achievement; are planned rather than spontaneous behaviour; organised, and dependable.
- **Extroversion:** Extroversion means being sociable, assertive and introversion types are reserved and quiet.



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- **Agreeableness:** It is tendency to be compassionate and cooperative rather than being suspicious and antagonistic towards others. It is also a measure of one's trusting and helpful nature, and whether a person is generally well tempered or not.
- **Emotional Stability:** It is the tendency to experience unpleasant emotions easily, such as anger, anxiety, depression, or vulnerability. It refers to the degree of emotional stability and control.

ACTIVITY 18.4

1. Make a note of personality traits of your teacher or a friend.
2. Meet a successful tour operator of your area. From your interaction and experience with them, list all the personality traits they possess and the factors contributing to those traits.

INTEXT QUESTIONS 18.5

1. Name personality traits mentioned in MBTI.
2. Distinguish between introverts and extroverts.

18.8 TEAM BUILDING

What is a Team?

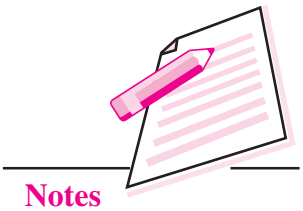
A team is group of people who have complementary skills and are committed to a common purpose for which they hold themselves mutually accountable. It is a group whose individual efforts result in a performance that is greater than the sum of the individual inputs.

18.8.1 Types of teams

The four most common found teams in organisations are problem solving teams, self managed work teams, cross-functional teams and virtual teams.

Problem-Solving Teams: A group of 5 to 12 employees from the same department who meet for a few hours each week to discuss ways of improving quality, efficiency and the work environment.

Self-Managed Work Teams: A group of 10 to 15 people who take on the responsibilities of their former supervisors.



Cross-Functional Teams: Employees from the same hierarchical level but from different work areas come together to accomplish a task. Task forces and committees are cross functional teams.

Virtual Teams: Teams that use computer technology to tie together physically dispersed members in order to achieve a common goal.

18.8.2 Team Building

Any formal activity intended to improve the development and functioning of a work team is referred to as team building. Team building is an effort in which a team studies its own process of working together and acts to create an environment that encourages and values the contributions of team members. Team building helps to reshape norms and strengthen cohesiveness. Team building becomes necessary when the team start leaving the team or lose focus on their effective roles and team objectives.

Fig. 18.3: Team

18.8.3 Steps for Building an Effective Team

- Consider each employee's ideas as valuable.
- Be aware of employees' unspoken feelings.
- Be clear when communicating.
- Encourage trust and cooperation among employees on your team.
- Encourage team members to share information.
- Delegate problem-solving tasks to the team.
- Facilitate communication.
- Make sure that you have a clear idea of what you need to accomplish.
- Set ground rules for the team.
- Establish a method for arriving at a consensus.
- Encourage listening and brainstorming.

Notes

18.8.4 Team Development

The most famous model of team development has been given by Tuckman (1965). The four stages of team development are as follows:

Stage 1: Forming

When teams first get together, members are generally cautious and uncertain about many things. People explore, experiment, try something. During the forming period everyone tries his best to look ahead and think about all the things that need to be done.

Stage 2: Storming

At this stage, interpersonal conflict, patient and impatient people clash with each other. Trust is tested, and confusions around goals and roles begin to surface. If there are heavy deadlines, this stage can be quite tense.

Stage 3: Norming

As people get to know each other, they reconcile and agree on things like decision-making processes, resources, timing and quality standards.

Stage 4: Performing

The final stages of team development involve using all the experience and understanding with each other to get results for each other and the organisation.

ACTIVITY 18.5

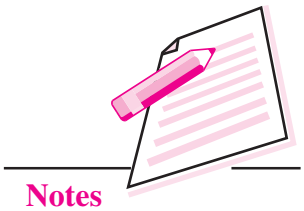
Recall your memories and note down how you have been making your cricket teams.

INTEXT QUESTIONS 18.6

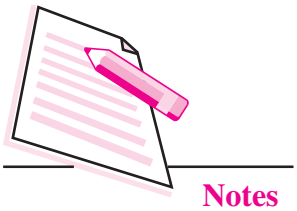
1. What are the cross-functional teams?
2. What is team building?

WHAT YOU HAVE LEARNT

- Communication is the act of conveying information for the purpose of creating a mutual understanding. In simple terms communication means sharing of information whether written or oral.



- To carry out any business activity, communication is a must. Without communication the existence of a business organisation would be impossible. Managers need to explain ideas and make the people understand those ideas, and to sell your services to your consumers.
- The process of communication involves a sender, a message, a medium and a receiver.
- Sharing of ideas, exchange of words orally or verbally is referred to as oral communication. It involves exchange of messages through spoken words. It is a process in which a speaker interacts verbally with a listener.
- A meeting is get-together of a group of persons to discuss ways and means to deal with a specific time bound task assigned to the group.
- The process of convening a meeting involves three steps viz notice, agenda and minutes of the meeting.
- Exchange of words, ideas or transmission of messages in written words is referred as written communication.
- Written communication in organisations includes letters, memos, agenda, manuals, handbooks, reports, etc.
- The seven Cs of written communication are: *Concise, Clarity, Completeness, Consideration, Courtesy, Correctness and Concreteness*.
- Customer Care refers to systems in the business that maximise customer satisfaction with business. It is a crucial element for the success of every business.
- Customer care management involves putting systems in place to maximise customer satisfaction with the business. It should be a prime consideration for every business.
- Every business has to deal with customer complaints. A tourist with a complaint represents a genuine opportunity for your business. If you handle the complaint successfully your customer is likely to prove more loyal to you. Complaints should be handled courteously, sympathetically and swiftly.
- Personality is defined as the combination of stable physical and mental characteristics that give the individual his or her identity.
- Personality can be referred to as the sum total of ways in which an individual reacts and interacts with others.
- The three major factors that determine personality are: Heredity, Environment and Situation.
- The personality traits classified under MBTI model are: Extroversion vs Introversion, Sensing vs Intuition, Thinking vs Feeling and Judging vs Perceiving.



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- The personality traits classified under the big five model are: Openness to Experience, Conscientiousness, Extroversion, Agreeableness and Emotional Stability.

TERMINAL EXERCISE

1. What is communication?
2. Why is effective communication important for tourism industry.
3. Discuss the components of a communication process.
4. Distinguish between oral and written communication.
5. Explain 7Cs of written communication.
6. Discuss the strategies for customer care management
7. Outline the important components of a business letter.
8. What personality traits would you like to see in tourism as professional?
9. What is team building? Suggest ways to make team work effective.
10. What type of teams can be built in tourism organisations?
11. Think of a situation at home or at work, and identify communication problems you observed or experienced.

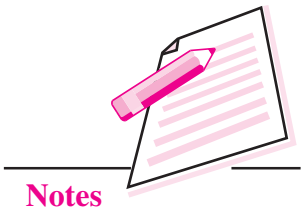
ANSWER TO INTEXT QUESTIONS

18.1

1. No organisation can survive without communication because managers cannot perform the basic functions of management, i.e., Planning, Organising, Leading, Controlling without communication. Tourism being a service oriented industry, managers need to spend most of the time in communicating with customers motivating them to use the services they offer.
2. Language, medium of communication, distance and information overload can interrupt communication.

18.2

1. An oral communication should be **Clear**, **Concise** and **Brief**. It should be **Complete**, it should answer the questions like Who, What, When, Where,



and Why; it should be **Concrete** that means speakers should use specific facts; it should have **Courtesy** which refers to the use of polite words.

2. The process involves three main steps: circulating a notice to the concerned members; preparing the agenda which contains the topics to be discussed in a meeting, and recording the conclusions or decisions of the meeting which are called minutes of a meeting.

18.3

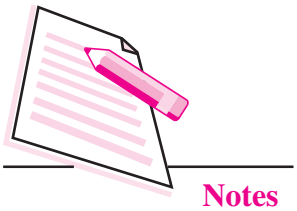
1. Unity, Coherence, Avoiding Jargons, Accuracy and Briefness are the principles of effective written communication.
2. Heading, Date, Reference, Inside address, Attention lines, Salutation, Subject, Body, Complimentary close, Signature and Enclosure if any are the components of a business letter.

18.4

1. Important factors for management of customer care include understanding customer needs, matching of a product or service to the customer needs, providing value for money, keeping customers well informed, reliability and efficiency in fulfilling orders, after-sales service, efficiency in dealing with customer complaints, customer feedback, customer loyalty schemes and efficiency and friendliness of employees.
2. Information about customers and their requirements is available from many sources including customers' order history, records of their contacts with business, direct feedback from customers, changes in individual customers' order patterns, changes in the overall success of specific products or services, enquiries about possible new products or services, changes in the goods and services of competitors, feedback and referrals from non-competitive suppliers.
3. For dealing with customer complaints effectively listen sympathetically to establish the details of the complaint, be calm to stay in control and be businesslike, do not take the complaint personally , record complaint details, deal with written complaints immediately, offer rectification, follow-up action appropriately and report back to the client with a solution.

18.5

1. The personality traits classified under MBTI model are: Extroversion vs Introversion, Sensing vs Intuition, Thinking vs Feeling and Judging vs Perceiving.



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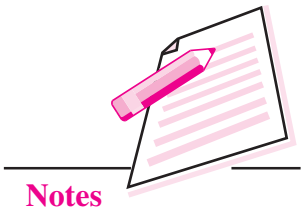
2. People who are ***extroverts*** are sociable, assertive and enjoy more frequent social interaction and feel energised after spending time with other people. ***Introverts*** are quiet, shy and enjoy deep and meaningful social interactions and feel recharged after spending time alone.

18.6

1. Employees from the same hierarchical level, but from different work areas, who come together to accomplish a task. Task forces and committees are cross functional teams.
2. Any formal activity intended to improve the development and functioning of a work team is referred to team building.



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19

TOURISM MARKETING

Marketing is one of the most important functions of management. Marketing teaches you the techniques and strategies to promote products and services. Marketing management is concerned with the skills to analyse, plan, coordinate and implement various strategies towards the accomplishment a customer's requirements and the firm's objectives. In a highly competitive market like tourism, you would be interested to improve your market share and expand your business. You must remember that in tourism you are required not only to sell tourism services but also dreams. You must be fully equipped to do the job keeping in view the objectives of your organisation and its customers. This, you can do better through a proper understanding of marketing management. This is precisely what will be discussed in this lesson. It will introduce you to the concept of marketing, its application in tourism, the nuances of marketing functions, marketing environment, pricing strategies, advertising, channels of distribution, management of customer relationship.

OBJECTIVES

After studying this lesson, you will be able to:

- discuss the concept and Functions of Marketing for Tourism
- describe the role of Marketing Environment for Tourism
- discuss Pricing Strategies
- recognise Advertising and Sales Promotion
- identify Distribution Channels for Marketing and
- describe the role of Customer Relationship Management.

19.1 CONCEPT AND FUNCTIONS OF MARKETING

Human activities can be broadly divided into two categories— economic and non-economic activities. Economic activities are performed to earn livelihood,

such as business, employment or a profession. Business, being an economic activity, is carried out primarily with an aim to earn profits. A business organisation is involved in providing goods and services to consumers. Any business would be useless if the goods produced are not sold in the market. The success of a business organisation largely depends on how efficiently the products and services are delivered to the customers. In order to make the products available to consumers, number of activities such as product designing, packaging, warehousing, transportation, branding, advertising, pricing and selling are required. So the sum total of all those activities that direct the flow of goods and services from producers to consumers is referred to as marketing.

19.1.1 What is marketing?

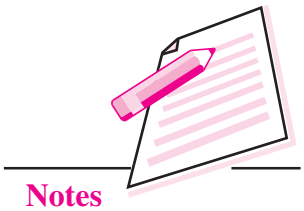
People are generally confused about marketing and use selling as synonym of marketing. Some compare marketing with advertising, pricing and selling. It must be noted that marketing is much more than advertising, selling or promotion of a product. In fact advertising, packaging, pricing and selling are functions of marketing. Marketing is a comprehensive term and includes a set of ongoing activities necessary to create and stimulate consumer demands and to direct the flow of goods and services from producer (one who makes) to consumer (one who uses) in the process of distribution.

American Marketing Association defines marketing as, "The performance of business activities that direct the flow of goods and services from producer to consumer or user". However the British Institute of Marketing defines marketing as: "The management process responsible for identifying, anticipating and satisfying customer requirements profitably".

"Marketing is a societal process by which individuals and groups obtain what they need and want by creating, offering and freely exchanging products and services of value with others. Marketing is an ongoing process of discovering and translating consumer needs and desires into products and services, creating demands for these products and services, meeting the consumer and his demand through a network of marketing channels and expanding the market base in the face of competition"(***Phillip Kotler).*** Marketing in its most simple form can be described as a process of achieving voluntary exchanges between customers and producers.

Some scholars have defined marketing in relation to tourism as follows:

According to ***Gilbert*** "Marketing within tourism becomes the application of marketing process to the specific characteristics which apply to the tourism



industry and its products." In the words of ***Krippendorf***, "Marketing in tourism is to be understood as a systematic and co-ordinated execution of business policy by tourist undertakings whether private or state owned at the local, regional, national or international level to achieve optimal satisfaction of the needs of identifiable consumer groups, and in doing so to achieve an appropriate return".

It can be said that tourism marketing is the process of achieving voluntary exchanges between tourists and organisations — Tourists who want to buy products and services and organisations which offer the products and services. For example tourism marketing involves activities like designing a tour package, promoting a tour package and selling the package. Tourism marketing can also be understood as a process which begins with understanding the needs of tourists (consumers) that can be satisfied by offering a suitable product or service (for example, a tour package).

An analysis of the above definitions of marketing makes it clear that tourism marketing is not a separate discipline, but it adopts the basic principles of marketing which have been developed and practiced in relation to the marketing of other consumer products and services.

19.1.2 Marketing and Selling

As mentioned earlier people often confuse marketing with selling whereas the two are entirely different. Differences between marketing and selling can be summarised as follows:

Marketing	Selling
• is "market oriented approach"	• is "product oriented approach"
• starts with the buyer and focuseson the needs of the buyer.	• starts with the seller and focuses on the needs of the seller.
• is satisfying the needs of the customer.	• is preoccupation with seller's need to convert product into cash.
• is a broader term and includes selling.	• is a part of marketing.
• consumer determines price, price determines cost.	• cost determines price.

19.1.3 Features of Tourism Marketing

The success of any segment of travel and tourism industry depends on how well the products and services are marketed. Tourism being a service industry, marketing of services is different from most of the products because what is being sold is an experience rather than a tangible product. Tourism marketing is concerned about understanding the needs of its potential customers (tourists) and satisfying those needs by offering a suitable product. In this section we will briefly discuss some features of tourism products.

1. **Inseparability**: Services are consumed and experienced by a customer simultaneously and as such makes it impossible to demonstrate the product being offered before it is actually consumed. For example, a tourist who is travelling from Delhi to Mumbai will consume the services offered by the airline and at the same time feel the experience.
2. **Perishability:** This is another important aspect of tourism products. Tourism products are intangible in nature and cannot be stored like the other tangible products. For example, if a bus having a capacity of 50 seats leaves with 30 filled seats only, the vacant seats cannot be stored and therefore become useless or so to say they perish.
3. **Ownership:** In tourism products, a customer buys only the experience. The transfer of ownership does not take place. For example in case of tourism products like hotels, houseboats and aeroplanes, the customer experiences only the stay in a hotel or a house boat but does not own the product.
4. **Heterogeneity:** The other aspect of tourism products is their heterogeneity. Tourism products are a combination of several services provided by people. The high involvement of humans' results in variation in behaviour from one consumer to another. For example, an employee at a bank counter, may not behave in the same manner with every customer.

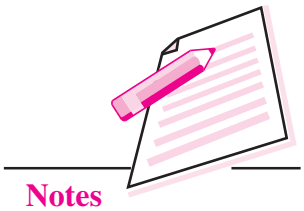
19.1.4 Functions of Marketing

An organisation before achieving its desired goals has to go through a series of marketing functions. The understanding of marketing functions or marketing tasks becomes very essential to understand the subject of marketing. In this section we will discuss marketing functions which can be considered as a system where interaction occurs between an organisation and a customer.

The main marketing functions or tasks of marketing are discussed with special reference to tourism marketing. The functions are as follows:

(a) Market Research.

(b) Product Planning and Development.



(c) Segmentation.

(d) Promotion.

(e) Selling.

Market Research

Market research is the systematic investigation of the facts relevant to various aspects of marketing. It helps in identifying the needs of the customers. It involves study of different markets and customers such as their tastes and preferences and what they are willing to buy and when they are likely to buy. It is a systematic collection of information relating to supply and demand for a product or a proposal. Identifying customer needs is very important especially in tourism business. Therefore, organisations involved in tourism business need to know who their potential tourists are, where they come from, their likes and dislikes, etc. so that a product can be designed according to their needs. This information will help an organisation to offer a product which can be effectively sold in the market.

Product Planning and Development

Product planning and development is concerned with identifying customers' needs, developing new products and improving the existing products in order to meet the needs of customers. Tourism product is a composite product; it is the sum-total of a country's tourist attractions, its natural beauty, climate, history, culture, transport, accommodation and entertainment. Information collected through market research can help organisations to redesign existing products. For example a new tour package can be offered to a particular group of tourists.

Segmentation

Segmentation is a process of identifying groups of buyers of a total market with different buying needs or requirements. It identifies and analyses the socio-economic, life styles and motivational characteristics of potential buyers into useful categories and launches advertising and promotional campaigns for these selected groups. Segmentation helps tourist organisations to design and offer products to a particular segment as per the needs of that segment. For example, if a tourist organisation designs tour packages for religious tourists it means the organisation is providing a product for a particular segment.

Promotion

Promotion refers to a mechanism of communicating, to informing, persuading and influencing the customers to buy a product. The objective of promotion is

to make the customers aware of the product so as to create demand for the product. Promotion is the mix of various communication activities which tourist organisations carry out with a view to motivating or influencing the target customers. Various techniques that are used in promotion include advertising, publicity, personal selling, and sales promotion.

Selling

Selling is the process of helping customers to buy the products and services that an organisation offers at a price to earn profit for the business. The basic purpose of all marketing activities is to sell the goods and services. Selling helps the business to satisfy the needs of customers. A business can sell its products and services through the following selling methods.

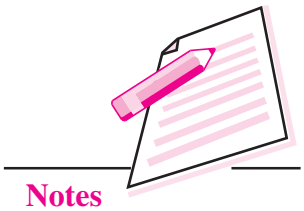
Some common selling techniques are:

- Direct Selling - Salesperson sells directly to customers.
- Retail Selling - Products are offered through a shop that customers can visit.
- Agency Selling - An agent sells products and services on behalf of a supplier.
- Tele-sales - Products and services are sold directly on the telephone without face to face contact.
- Door to door selling - Salespeople visit potential customers at their homes and sell to them directly.
- Business to business selling - Businesses sell directly to other businesses.
- Mail order selling - Customers buy directly from a catalogue without seeing the product firsthand.
- Online Selling - Products and services are sold directly on the internet.

Marketing Mix

Once a firm has decided its overall competitive marketing strategy, it is ready to begin planning the details of the marketing mix. Marketing mix is defined as a set of controllable marketing tools that a firm blends to produce the response it wants in the target market. It consists of everything the firm can do to influence the demand for its product. It constitutes the core of the organisations marketing system which includes four basic decision areas known as the "four P's" of marketing .These are:

- Product,
- Price,



- Promotion, and
- Place (distribution)

These are four controls which have to be used very carefully by a marketing manager to achieve organisational goals. An organisation's success depends on good formulation of its marketing mix. Each of the four P's include many important sub-elements. **Product** is the heart of marketing mix and speaks about its unique features. It also includes pre-sale and post-sale services and the satisfaction it provides to the customer. **Price** signifies the value of a product. A desired quality with a reasonable price would attract the customers. **Place** refers to the place and time. It stands for activities undertaken by the firm to make the product accessible and available to target consumers. Finally **Promotion** speaks about how to improve sales with the help of various activities such as advertising, personal selling, sales promotion etc.

A best mix of above variables like right product at a right price, at a right place with a right promotional activity would yield the best results for a product. Since tourism and its related activities constitute service, the marketing mix for tourism, like any other service, would have three more elements in addition to these four P's; which create a new dimension in their marketing strategy. These include (1) People,(2) Physical Evidence and (3) Process.

People

As the people are involved in offering services to customers, their performance plays a vital role in tourism sector. The behaviour and attitude of the service personnel in a hotel, transport or a travel agency plays a key role while performing the services which are visible to the tourists. They play an important role in attaining customer satisfaction.

Physical Evidence

The common element in all services including tourism services is that they are tangible, physical, and controllable aspects of any service sector. Physical evidences can be used to build a strong association in the mind of tourists and also to differentiate the service from that of competitors. This element relates to the external and internal appearance of any tourism related organisation. For example, the customer in a restaurant would look for hygienic food in addition to the external and internal appearance of it.

Process

The tourist would look at the quality aspect in a service apart from the process time. A quick service with a quality is always preferred by a customer. If a

tourism firm fails to satisfy this, a customer would switch over to the competitor who serves the tourist better. Thus, an efficient process, which would reduce the customer time without deteriorating the quality, should be adopted by a tourism organisation to retain the tourists.

ACTIVITY 19.1

Talk to an administrator in a tourism service business and determine the significance of marketing in that firm. Summarised the finding in the form of a report.

INTEXT QUESTIONS 19.1

1. What is marketing?
2. Give two differences between marketing and selling.
3. What is tourism marketing?
4. What do you mean by Segmentation?
5. Name various selling techniques.
6. What constitutes Marketing Mix?

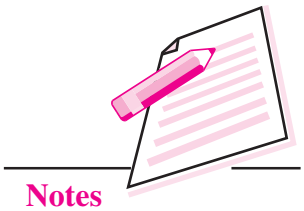
19.2 MARKETING ENVIRONMENT

Marketing of tourism services does not take place in an isolated vacuum. A tourism organisation exists in a context. Therefore to carry out any tourism business, it is important to understand all the factors related to the business and properly understand their impact on it. There are many environmental factors and forces which have significant impact on any business. Organisations are more dependent on their environment where:

- Required resources are not widely available,
- Those resources are not evenly distributed, and
- Increasing connectedness disturbs elements of the environment and the linkage among them.

All the factors internal as well as external form the business environment. Hence, understanding the business means understanding its environment. The environment is more uncertain and more difficult to understand when:

- It is more differentiated,



- It is fast changing, and
- There are numerous interconnections among its various elements.

According to *Philip Kotller*, "Marketing environment consists of the internal factors and forces, which affect the company's ability to develop and maintain successful transactions and relationships with the company's target customers".

In the words of *Skinner*, "Marketing environment consists of all the forces outside an organisation that directly or indirectly influences its marketing activities, includes competition, regulation, politics, society, economic conditions and technology". Marketing environment refers to all the constituent forces which exist in an environment and influence the functioning of a business unit. The overall marketing environment is divided into two categories i.e Macro-environment and micro-environment.

Macro Environment

Macro environment refers to all those external factors or forces which affect the business and are beyond the control of a business organisation. These factors are political environment, economic environment, demographic environment, technological environment and socio-cultural environment. All these factors have a significant impact on the functioning of a business organisation.

Political Environment

Business decisions are strongly affected by political and legal environment of a particular state or country. Political environment consists of laws, regulations and policies that directly as well as indirectly influence business organisations. Sometimes the laws and regulations of a country create opportunities for the business but may also create certain problems. For example, if Govt. of India allows foreign direct investment (FDI) in retail sector it would certainly affect some business houses and can also create opportunities for some entrepreneurs to start their own ventures.

Economic Environment

The economic environment refers to the consumer's purchasing power: whether the consumers have a high purchasing power or a low purchasing power. A company can successfully sell its products only when people have enough money to spend. For example during the time of inflation, the value of money goes down and it becomes difficult for consumers to purchase more products. Thus the economic environment has a power to affect the demand structure of any industry or product and tourism industry cannot be an exception in this regard.

Demographic Environment

Demographic environment refers to population, its size and growth, population across the different regions, age distribution, income levels, educational levels, household patterns, mixture of different racial groups and regional characteristics. Marketers are interested in people because it is people who create markets for them to serve. People differ in their life styles depending on the section of the society or income group they belong to. Life style and income group determines the product people will purchase. This in turn helps business houses to design and offer a product.

Technological Environment

Almost all human activities involve technological intervention which is more prominently visible in business. Every new invention builds a new market and a new group of customers. The introduction of internet helps a tourist to book a hotel in America while sitting in a far flung area of India. The availability of latest technology at a particular destination will determine the tourist inflow for that tourist destination.

Social & Cultural Environment

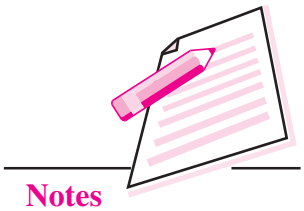
Values, beliefs, lifestyle, customs, traditions, rites, rituals, etc of a society refer to its culture. Culture is a combination of various factors which are transferred from older to younger generations. The behaviour of people is guided by their culture, family, educational institutions, languages, etc. Society is a combination of various groups with different cultures and subcultures. The behaviour of customers is affected by the cultures they live in and, therefore, it is a matter of concern for marketing managers and needs due consideration. For example, India is a mixture of various sub-cultures which forms the socio-cultural environment for business houses operating in India.

Micro-Environment

Micro environment refers to all those factors which directly affect the ability of a business unit to serve its customers. In other words micro environment is the immediate environment of a firm which includes suppliers, consumers, competitors, and intermediaries.

Suppliers

Suppliers are the people who provide necessary resources needed to produce goods and services. Policies of the suppliers have a significant influence over the marketing manager's decisions. A company needs to build cordial and long-term relationship with suppliers.



Consumers

Consumers are the core of all marketing activities and the main aim of any business is to meet their demands. If a company fails to identify the needs of customers before taking any decisions regarding a product, the company is bound to fail in achieving its objectives. A company's marketing strategy is influenced by its target consumer, in fact it is designed for them.

Competitors

Competitors are the business rivals who run the same business and offer similar products and services in the market. A business has to keep pace with its rivals in order to serve the customer better. A business unit needs to keep a watch on the policies of its competitors so as to improve its services and enhance its market share.

Intermediaries

Intermediaries include wholesalers, retailers, agents, etc. These people help the business to provide products to the consumers. They create place and time utility. A company needs to select an effective chain of middlemen, so as to make the goods reach the market in time.

It is important for all business organisations to understand and analyse the different aspects of environment before designing a product for their potential customers.

ACTIVITY 19.2

Visit any travel agency in your city and analyse the effect of internal and external environment on its functioning. How can the agency cope up with the challenges of change in the environment?

INTEXT QUESTIONS 19.2

1. What is marketing environment?
2. List the components that form the demographic environment.
3. What is the importance of political environment for tourism?

19.3 PRICING STRATEGIES

What is Price?

In simple words the price of something is the amount of money that a customer must pay in order to buy it.

Notes

Price is the exchange value of a product or service expressed in terms of money. From the seller's point of view, it is return on the exchange and in economic terms, it is the value of satisfaction. In other words, it is monetary value decided for the exchange of goods and services between buyers and sellers. From the buyer's point of view, the price he or she is willing to pay measures the intensity of the need and the quantity and nature of satisfaction that is expected.

Price of a product can also be seen as a financial expression of the value of that product. For a consumer, price is the monetary expression of the value to be enjoyed/benefits of purchasing a product.

In other words, price is the amount of money customers have to pay to obtain the product and it is a key factor, which affects a company's operation. It plays an important role at all levels of activities of a company and as such a company has to carefully determine the price of its products.

Setting the right price is an important function of effective marketing. It is the only part of the marketing mix that generates revenue. In this section we will discuss how business organisations fix prices for their products.

Penetration Pricing

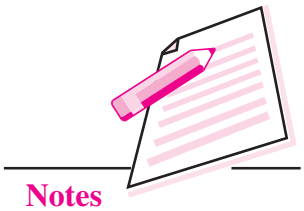
In penetration pricing an organisation keeps a low price to increase sales and market share for its products. Once the organisation gains a market share the organisation then increases the price of its products. The penetration strategy is used to discourage competitors from entering the market. For example if a mobile phone company wants to offer a new mobile in the market it will offer the mobile phone at a low cost to increase the sale.

Skimming the Cream Price

The organisation sets an initial high price and then slowly lowers the price to make the product available to a wider market. The objective is to skim profits of the market layer by layer. This strategy is usually used in case of innovative products. Companies use this pricing strategy to make customers feel and perceive that the product offered provides them with greater benefits than they will find elsewhere. For example, XYZ company products (like mobile phones and laptops) make customers feel that xyz products are superior to those of its competitors. Therefore, customers happily pay higher prices and purchase xyz products.

Psychological Pricing

This pricing is used to psychologically appeal to the customers. This strategy is used to give an impression of low price to the customers so that they are convinced to purchase the products. For example if a product like a wrist watch costs Rs 1000, it is priced at 999 to give the impression of low price.



Promotional Pricing

In Promotional pricing companies temporarily price their products below cost, to increase short-run sales. Companies offer special prices to increase sales. These offers are conditional and for a of limited duration. For example, Indian Airlines offers a round trip from Delhi to Mumbai for just Rs 2000 provided the interested tourists travel with in a week's time.

Discount Pricing

Discount pricing is a strategy used to increase sales by offering a discount on the price of a product. These prices are offered during a particular season or on purchase of a specified quantity or on a specified amount of purchase. For example, a company offers winter clearance sales when the winter season is about to end or if a customer purchases goods for rupees 1000 he is given 5% discount. You may also be aware about the practice of BUY TWO GET ONE FREE.

INTEXT QUESTIONS 19.3

1. What is price?
2. What do you understand by penetration pricing?
3. What is psychological pricing?

19.4 ADVERTISING

An advertisement is an announcement in media about a product, event, services or jobs etc. to show the advangage or benefits of it and is aimed at convincing other people to buy it.

Advertising is a non-personal or one-way form of communication conducted through paid media under clear sponsorship (*Kotler*). While watching television we generally come across hundreds of advertising messages everyday, which inform us about various products such as mobile phones, tooth paste, soaps, soft drinks and services such as hotels, insurance policies, etc. It is an impersonal form of communication, which is paid for by the marketers (sponsors) to promote specific goods or services.

The purpose of advertising is to build awareness, provoke interest, increase sales and bring about a favourable change of attitude. The main objective of advertising can also be explained with the following abbreviation:

A = Attract the attention, I = Create interest (read), D = Desire (like), A = Action (act), S = Satisfaction.

The important features of advertising are as follows:

(i) ***Paid Form****:* Advertising is a paid form of communication. For example, the company whose product is being advertised on the television has to pay to the television channel for its space.

(ii) ***Impersonality***: There is no face-to-face contact between the customer and the advertiser (company). It is, therefore, referred to as impersonal method of promotion. Advertising creates a monologue and not a dialogue.

(iii) ***Identified Sponsor:*** Advertising is undertaken by some identified individual or company, who makes the advertising efforts and also bears the cost of it.

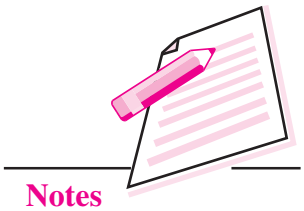
19.4.1 Advertising Media

Advertising media is the channel of communication chosen to convey the message or advertisement from the advertiser to the audience. Medium is the general category of communication vehicle available for communication with target audience. Media is the plural of medium and the communication vehicles referred to are paid to present an advertisement. Media selection is the first step of effective communication with the audience and the effectiveness of an advertisement depends upon the media type. A good media manager decides on how he/she expects the media to work, by measuring a given medium on some evaluative criteria like reach of the media, the frequency of advertising message reaching the audience, continuity of an advertising campaign, media scheduling. Besides, media selection is often a creative art in which imagination and uniqueness of approach is always viewed with respect and admiration. Presence of identity, sense of immediacy, quick response, accountability, local emphasis, prestige factor, graphic opportunities, combination of sight and sound, humour, ability to change messages quickly etc are the criteria for media selection from the creativity perspective. Various audience considerations, timing factors, geographic conditions, competitive factors, control considerations, production factors and financial considerations are the other important factors deciding the media choice.

Following types of advertising media are generally used in tourism business.

- **Press Media**

  The medium of print has always held an important place in the world. The power of the written word has been recognised since the era of shared information. In spite of the onslaught of visual medium in the recent years, press still enjoys the top position as a promotional media vehicle especially in the tourism sector. Until very recently, press print was the only medium of travel and tourism advertisement. Nowadays, the visual medium is being



used more often for reaching the public but, nevertheless print media specially trade papers and journals are very important media of tourism advertisement. The prominent press media of advertising include news papers, magazines, posters, business publications, supplements, leaflets, brochures, pamphlets, hand bills etc. No media planner can afford to ignore print media today in their media plans.

- **Broadcast Media**

The broadcast media mainly consists of radio, television, cinema and video. Although **radio** is different from the other three, yet it holds the audience interest like any of its counterparts in the broadcast medium. Nowadays a number of FM channels are coming up. FM Band is very popular among the youth, which has become a prime target for the marketers. The advertising agencies of tourism firms are making catchy jingles and broadcast them on radio to capture the imagination of the audience. The sponsoring of the programmes is also very common. Though television has emerged as a very popular medium of advertising particularly after the coming of many private TV Channels, radio has not yet lost its audience. It was and continues to be the most accessible mode of entertainment and advertising as people from all walks of life tune in to the radio programmes.

There is no doubt that **television** is an expanding medium of advertising. This medium is being extensively used by the marketers and of late the tourism products and services are also being advertised on the TV channels. With the removal of government monopoly on TV and many private players entering the field, television has become the primary source of information and entertainment and thus the most attractive medium for advertising. The tourism firms now have a wide range of satellite channels to choose from for advertising their products and services.

Till the advent of television, **cinema** was the supreme medium of visual entertainment and information. Though the medium has witnessed a deep decline in popularity after the coming up of television, the data indicates that it is still viewed as an attractive and captive vehicle for promotional measures. Many tourist destinations have become popular because of cinema as the films were shot there. Nowadays tourism firms get their own **videos** or **CD ROMs** made for promotion of their products and services. Travel and tour operators and also the sales force of these firms distribute them to the tourists. The expertise and technology to produce videos and CD ROMs is now widely available.

Internet is the latest in the advertising world. Advertisements are regularly posted on various internet sites and also sent to various e-mail addresses. Promotional letters and invitations are sent via e-mail to subscribers. Various

search engines have specially allocated space for advertisements, which has removed the boundaries of cities, regions and nations to reach millions of people. The travel industry is using net advertising in a big way. Most of the search engines have travel and tour sites and many of these sites eventually provide for online booking.

- **Aerial Advertising**

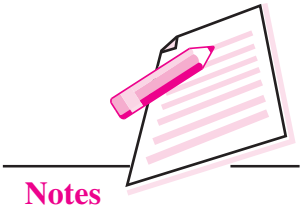
  Aerial advertising concept is very popular in USA and came to India very recently. The aerial banker service involves fibre glass mesh banner held by aluminium alloy roads and towed by a single seater and single engine aircraft flying at 700 ft. to 100 ft. above the ground. The banner message length can be up to a maximum of 40 English alphabets. Through this medium of advertising reaching the audience becomes very effective. Reaching a captive audience like in cricket matches, public rallies etc. is most effective when done through aerial advertising. This medium can also be very effective during many festive occasions and events. Advertising at airports is done mostly through glow signs and show windows. While glow signs offer the benefits of colour, light and motion, show windows demonstrate the products at prominent places.

- **Railway Advertising and Off- the- wall Media**

  Since the most important vehicle is transit advertising, railways occupy a prominent place in the minds of advertising media planners. The media mix of railway advertising include station hoardings, railway bridge hoardings, posters, inside carriage advertising, back of passenger tickets, sign below clocks, closed circuit TVs etc. Off- the- wall media of advertising score over other media in terms of noticeability and creativity. This media is still restricted to major towns and cities though the promotion experts are working on making it available in smaller cities and towns as well. Off- the-wall media of advertising inclue advertising via telephone, aerial banners and lights, balloons, copter media, handbills, direct mail, paper-book advertising, sales tele-conferencing, shopping bags, taxi-cab advertising, theatre –screen advertising, and trademarks etc.

ACTIVITY 19.3

1. From your own experience, state how do you come to know about a new hotel, a new tour package or a new tourist destination?
2. Design advertising messages for the following tourism products
   - 3 star hotel
   - Discount on special flight routes
   - A special tour package during holidays



INTEXT QUESTIONS 19.4

1. List three features of advertising.
2. Which media of advertising are mostly used in tourism business?
3. What should be the criteria for selecting an advertising media?

19.4.2 Sales Promotion

Of all the methods of promotion "Sales Promotion" is the only method that makes use of incentives to complete the ' push-pull' promotional strategy of motivating the sales force, the dealer and the consumer in transacting a sale. Sales promotion is a catch–all for all such promotion activities which do not fall into the ambit of advertising, personnel selling, or publicity. In other words sales promotion refers to all activities other than advertising, personal selling, and publicity that motivate consumers to purchase and also involve offers of incentives that are non-recurring in nature. Cash discounts, free samples, exhibition, sales contests, free gift offers, and free sample distribution etc are all examples of sales promotion. Sales promotion includes short-term incentives which are designed to encourage the buyers to make immediate purchase of a product or service. In other words it includes all those activities except advertising, personal selling and publicity that are designed to persuade the consumers and increase sales.

In addition to increasing competition, sales promotion makes an immediate effect on sales. Measurement of the effectiveness of sales promotion is easier as compared to other promotional methods. Further, retailers play an important role in stocking, displaying and selling a product, and sales promotion helps in developing and maintain trade relationships. With a potential to complement and supplement the advertisement function, sales promotion helps realise a number of objectives, prominent among them include the following:

- Increase sales of all products and services in general specially those of slow-moving and new products in particular by increasing their usage,
- Attract new customers and retain old customers,
- Launch new products quickly and make them move faster through dealers,
- Educate customers regarding product improvements and encourage them to purchase from the same product line,
- Motivate dealers to stock and sell more and participate in sales contests and dealer displays,
- Motivate sales force to achieve targets, focus on new products and services and difficult territories,
- Improve manufacturer-dealer relationship.

Difference between advertising and sales promotion

Advertising	Sales Promotion
Advertising is impersonal in nature	Sales promotion is personal in nature.
It is aimed at creating demand	It is aimed at increasing sale
It targets a huge population at a time	Its scope is limited as compared to advertising
Advertising does not provide immediate feedback	Sales promotion provides immediate feedback to companies

Methods of Sales Promotion

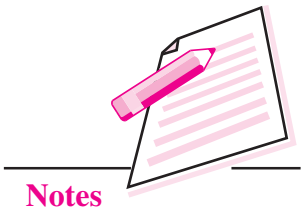
Various sales promotion methods are built around consumers, dealers and members of the sales force. Some aim at producing immediate impact while others aim at delayed impact. Under immediate impact schemes a consumer, dealer and a sales person gets the incentive at the first contact, purchase or on performing a one-time act, like price discounts, free samples, large quantity packs etc. Under the delayed impact schemes he is called upon to comply with the scheme over a period of time, before receiving the full benefit of the scheme, like coupons, trading samples, contests etc. A brief description of some of these sales promotion methods mainly used in tourism sector are as follows:

Discount Coupons: This method is followed for consumer shopping goods such as textiles, household articles, etc. Consumers are allowed to avail discounts on their purchase when they surrender their coupons to the seller.

Free Samples: In this method the companies distribute samples of their product free of cost. This method is most effective in promoting consumers necessities and convenient goods. For example newspapers, medicines, etc.

Trade Shows & Exhibition: Trade shows and exhibitions are conducted to attract the attention of consumers and remind them of the product available in the market.

Of late a great deal of sales promotion activity on the part of hotels, travel agents, airlines, and financial service institutions has been noticed. Price discounts by airlines, chance to fly free through flyers club, premiums by hotels, incentives to travel agents and tour operators, etc are some common sales promotion schemes offered by tourism service providers. Tourism departments go in for destination promotion. They organise contests or offer incentives and awards



for the tour operators for bringing the largest number of tourists, etc. Tourism services, like other services, are perishable and intangible and a service not utilised in time is an opportunity lost forever, be it an airlines seat or a hotel room. The situation, therefore, requires the use of sales promotion schemes particularly in services affected by seasonality or having intense competition. Tourism sector is seasonally affected and discounts are a means to initiate tourists. Tourism services provide tremendous opportunities for joint sales promotion. For example, airlines join hands with hotels and car rentals promoted through travel agents and tour operators.

INTEXT QUESTIONS 19.5

1. Give two points of difference between advertising and sales promotion.
2. State a few objectives of Sales promotion.
3. What are the various methods of sales promotion?

19.5 DISTRIBUTION CHANNELS IN TOURISM INDUSTRY

A distribution channel is considered to be a vehicle that is utilised to make a product or service available to the consumer. The concept of distribution channels is not limited to the distribution of physical goods. Although the principles are the same, the channel distribution for tourism differs significantly from those used for manufactured goods. Tourism services require simultaneous production and consumption, meaning the product is not normally 'moved' to the consumer. A tourism distribution channel may be defined as a total system of linkages between actual and potential tourists and the suppliers. Distribution in tourism is transfer of tour and related facilities from supplier to tourists through a system. Distribution channel is used for indirect selling and it involves all those who are providing the product from the supplier to tourist. The following distribution channels are used in tourism.

Travel Agents

Travel agents are those who buy the product from wholesalers and sell the product to tourists for a commission. Travel agents act as intermediaries between the customer and the supplier and are known as retailers in tourism. Travel agents work in close contact with the tourists and build a personal rapport with the tourists. These agents act as a single local contact point and as such them need not contact many suppliers. Travel agents in some cases make all the arrangements at the destination and also simplify payment in case of international travel.

National, State and Local Tourism Agencies

All travel agencies cannot provide all inclusive packages to their clients in all parts of the world. So these agencies promote tourism in certain geographic areas. They may be sponsored by the state or constitute business associations with the common goal of providing information and promoting tourism in certain regions. Tourist agencies advertise resources and tourist attractions, and help customers to plan their trips providing maps, guides, and bookings.

Tour Operators and Wholesalers

Tour operators are wholesalers, also called consolidators, who buy in large volumes and have access to a surplus inventory on highly discounted rates. Tour operators prepare tour packages and give them to travel agents for selling. They design packages as per the requirements of the market. The wholesalers obtain rates and availability directly from the supplier and create packages with different accommodation and transportation options.

Online Travel Companies

The use of Internet has given birth to new intermediaries also known as cybermediaries. These companies do not physically own the products, they buy from suppliers then display and offer products through internet. The examples of such companies are ***makemytrip.com, yatra.com, cleartrip.com and ibibo.com***. These companies sell tourism products like air tickets, railway tickets and hotel rooms etc.

ACTIVITY 19.4

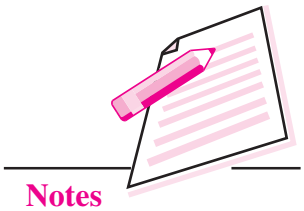
Imagine that you are planning to visit North America. How will you proceed? Write an account of the same.

INTEXT QUESTIONS 19.6

1. What is a distribution channel?
2. Who are Travel Agents?
3. Name four online travel companies.

19.6 CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Customer Relationship Management (CRM) is one of the most important topics in the world of business. CRM involves all aspects of interaction that a company



has with its customer, whether it is sales or service-related. In other words customer relationship management (CRM) is a model for managing a company's interactions with current and future customers. It is all about building, maintaining, and sustaining relations with customers. CRM is aimed at customer satisfaction and above all customer loyalty. Companies remain in touch with its existing customers and try to develop contacts with new customers through telephone, e-mail, fax, web, sms, mail and personal contact so that they are served in a better way.

19.6.1 CRM as a Process

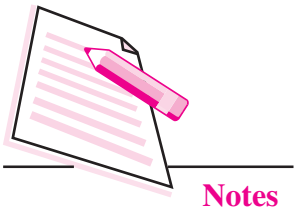
CRM as a process involves the following steps:

1. It collects information about its customers.
2. Builds a customer database (detailed information about customers).
3. Obtains the requirements of the customers.
4. Analyses the requirements of the customers.
5. Develops products and services as per the requirements of the customers.
6. Maintains a personal communication with the customers.
7. Offers and delivers products and services through personal communication.

CRM is all about taking personal interest and care of customers during and after the product is delivered to the customer. The process helps both customer and the company to know each other better at every business transaction.

19.6.2 CRM and Tourism (Hospitality) Industry

Application of CRM in the tourism sector is in its early stage of development. Practical use of CRM can be seen in the case of hotels or hotel chains, which actively collect the available data about their guests. All available information about a guest is stored in a separate database and is properly analysed and a profile of each guest is created. Based on the created profile, it is possible to access each guest in a special and personalised way, because the hotel management and staff are familiar with the wishes and needs of guests. When the hotel has enough information about its guests, it can make classification and segmentation of individual guests or groups of guests, and can determine the product needs of each individual customer or group of guests.



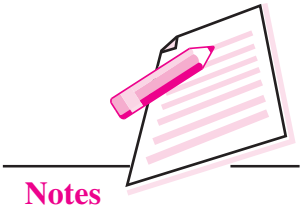
Notes

INTEXT QUESTIONS 19.7

1. What is CRM?
2. How would you make use of CRM?
3. Is CRM necessary for a business?

WHAT YOU HAVE LEARNT

- The sum total of all those activities that direct the flow of goods and services from producers to consumers is referred to as marketing.
- Some people compare marketing with advertising, pricing and selling. But marketing is much more than advertising, selling or promotion of a product.
- Marketing of services is different from most of the products because what is being sold is the consumption of an experience rather than a tangible product.
- The functions of marketing include Market Research, Product Planning and Development, Segmentation, Promotion and Selling.
- Marketing environment refers to all the constituent forces which exist in an environment and influence the functioning of a business unit. The overall marketing environment is divided into two categories i.e Macro-environment and Micro-environment.
- Price is the amount of money customers have to pay to obtain the product or service.
- The most common mediums of advertising are 'newspapers', 'magazines', 'television', and 'radio'.
- Sales Promotion refers to all those activities other than advertising, personal selling, and publicity that stimulate consumers to purchase.
- A distribution channel is the vehicle utilised to make a product or service available to the consumer.
- Customer relationship management (CRM) is managing a company's interactions with its current and future customers. It is all about building, maintaining, and sustaining relations with customers.



TERMINAL EXERCISE

1. Define marketing? How does it differ from selling?
2. What are the features of tourism products? Describe the functions of marketing in relation to tourism.
3. What is marketing mix? What are its various elements?
4. What constitutes Marketing Environment? As a tourism professional suggest ways to handle the changing marketing environment.
5. Discuss the main pricing strategies which can be used by tourism organisations.
6. How does advertising differ from sales promotion? Briefly describe the chief sales promotion incentives used in tourism sector. .
7. What are various channels of distribution used in tourism business? List the factors determining their selection.
8. What is the process of Customer Relationship Management? State the significance of Customer Relationship Management for tourism industry?

ANSWER TO INTEXT QUESTIONS

19.1

1. Marketing in its most simple form can be described as a process of achieving voluntary exchanges between customers and producers.
2. Selling is a part of marketing. Selling focuses on the needs of seller while marketing focuses on the needs of buyers.
3. Tourism marketing can also be understood as a process which begins with understanding the needs of tourists (consumers) that are satisfied by offering a suitable product or service (for example, a tour package).
4. Segmentation is a process of identifying groups of buyers of a total market with different buying needs or requirements.
5. Direct Selling ,Retail Selling, Agency Selling, Tele Sales, Door to door Selling, Business to business Selling, Mail order Selling, and Online Selling.
6. Marketing mix constitutes the core of an organisation's marketing system which includes four basic decision areas known as the "four P's" of marketing- product, price, promotion and physical distribution.

19.2

1. All the factors internal as well as external form the business environment.
2. Demographic environment includes population, its size and growth, population across different regions, age distribution, income levels, educational levels, household patterns, mixture of different racial groups and regional characteristics.
3. Political environment provides the rules and regulations which are to be strictly followed by the companies and cannot be ignored.

19.3

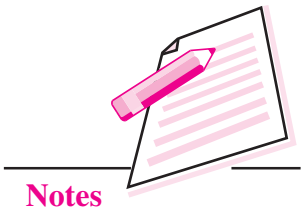
1. Price is the monetary value decided for the exchange of goods and services between buyers and sellers.
2. Penetration pricing is setting a low price to increase sales and market share for products and services of company.
3. The strategy used to give an impression of low price to the customers so that they are convinced to purchase the products.

19.4

1. It is paid form of communication; it is impersonal in nature and has an identified sponsor.
2. Press, Media, Radio, TV, Videos, CD ROMs, Internet, Aerial Advertising, Railway Advertising, Off- the- wall Media.
3. Audience considerations, timing factors, geographic conditions, competitive factors, control considerations, production factors and financial considerations etc.

19.5

1. Advertising is impersonal in nature wheras as sales promotion is personal. Advertising is aimed at creating demand while sales promotion is aimed at increasing sale.
2. Main objectives served by sales promotion are:
   - Increase the sales of old, slow-moving and new products and services
   - Attract new customers and retain old customers,
   - Launch new products quickly and make them move faster,
   - Educate customers.



3. Various sales promotion methods are built around consumers, dealers and members of the sales force. Read sec 3.4 to answer this question.

19.6

1. A vehicle utilised to make a product or service available to the consumer.
2. Travel agents act as intermediaries between the customer and the supplier and are known as retailers in tourism.
3. *makemytrip.com, yatra.com, cleartrip.com and ibibo.com.*

19.7

1. CRM is about taking personal interest and care of customers during and after the product is delivered to the customer.
2. We can collect all available information about guests and store in a separate database for proper analyses so that a profile of each guest is created.
3. CRM is necessary for tourism industry so that we come to know what a customer wants.